

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 7, 1982

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	27.0	22,490
2	DALLAS	26.4	21,990
3	M*A*S*H	25.5	21,240
4	TV CENSORED BLOOPERS #4(S)	25.3	21,070
5	DYNASTY	24.4	20,330
6	NBC MONDAY NIGHT MOVIES#	23.4	19,490
7	NEWHART	23.3	19,410
8	HERE COMES GARFIELD(S)	23.0	19,160
9	THREE'S COMPANY#	22.8	18,990
10	LAVERNE & SHIRLEY#	21.7	18,080
11	HAPPY DAYS#	21.5	17,910
12	FALL GUY	21.4	17,830
13	MAGNUM, P.I.	21.3	17,740
14	ARCHIE BUNKER'S PLACE	20.9	17,410
14	9 TO 5#	20.9	17,410
14	TV GREATEST COMMERCIALS(S)	20.9	17,410
17	GLORIA	20.5	17,080
18	CHARLIE BROWN-PUMPKIN(S)	20.2	16,830
19	SIMON & SIMON	20.1	16,740

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	TV CENSORED BLOOPERS #4(S)	19.0	41,490
2	HERE COMES GARFIELD(S)	18.6	40,630
3	60 MINUTES	16.9	36,810
4	THREE'S COMPANY#	16.7	36,500
5	M*A*S*H	16.6	36,180
6	HAPPY DAYS#	16.5	35,930
7	CHARLIE BROWN-PUMPKIN(S)	16.2	35,310
8	LAVERNE & SHIRLEY#	16.2	35,280
9	DALLAS	16.1	35,190
10	TV GREATEST COMMERCIALS(S)	14.9	32,420
11	9 TO 5#	14.8	32,320
12	MAGNUM, P.I.	14.4	31,480
13	DYNASTY	14.2	30,920
14	NEWHART	14.1	30,760
15	FALL GUY	13.9	30,350
16	NBC MONDAY NIGHT MOVIES#	13.5	29,390
17	CHIPS	13.4	29,300
18	FACTS OF LIFE#	12.9	28,170
19	ARCHIE BUNKER'S PLACE	12.6	27,490

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	22.5	19,470
2	NBC MONDAY NIGHT MOVIES#	21.0	18,100
3	60 MINUTES	20.6	17,780
4	DYNASTY	20.4	17,610
5	TV CENSORED BLOOPERS #4(S)	20.3	17,570
6	M*A*S*H	19.4	16,790
7	NEWHART	18.0	15,540
8	THREE'S COMPANY#	16.7	14,420
9	HAPPY DAYS#	16.6	14,320
10	FACTS OF LIFE#	16.4	14,200
11	MAGNUM, P.I.	16.2	14,000
12	TV GREATEST COMMERCIALS(S)	16.0	13,830
13	9 TO 5#	15.9	13,710
14	FALCON CREST#	15.8	13,670
15	HART TO HART#	15.6	13,480
16	LAVERNE & SHIRLEY#	15.4	13,310
17	GLORIA	15.4	13,280

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	TV CENSORED BLOOPERS #4(S)	21.2	16,450
2	60 MINUTES	20.8	16,170
3	TV GREATEST COMMERCIALS(S)	18.7	14,520
4	M*A*S*H	15.7	12,200
5	HILL STREET BLUES	15.5	12,080
6	DALLAS	14.8	11,530
7	MAGNUM, P.I.	14.7	11,420
8	FALL GUY	14.5	11,280
9	NEWHART	14.2	11,080
9	9 TO 5#	14.2	11,080
11	ARCHIE BUNKER'S PLACE	13.8	10,700
12	DEMOCRATIC CAMPAIGN COMM.(S)	13.5	10,510
13	DYNASTY	13.5	10,500
14	THREE'S COMPANY#	13.4	10,420
15	ABC MONDAY NIGHT MOVIE	13.3	10,340
16	GLORIA	13.0	10,140
17	ABC SUNDAY NIGHT MOVIE	13.0	10,090
18	SIMON & SIMON	12.8	9,930

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 7, 1982

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	TV CENSORED BLOOPERS #4(S)	23.8	12,880
2	DYNASTY	20.2	10,910
3	TV GREATEST COMMERCIALS(S)	19.6	10,620
4	M*A*S*H	19.1	10,360
5	HAPPY DAYS#	19.0	10,270
6	THREE'S COMPANY#	17.7	9,560
7	LAVERNE & SHIRLEY#	17.4	9,400
8	HERE COMES GARFIELD(S)	17.3	9,350
9	HART TO HART#	16.9	9,170
10	DALLAS	16.9	9,160
11	9 TO 5#	16.7	9,060
12	NEWHART	16.4	8,860
13	HILL STREET BLUES	16.1	8,700
14	NBC MONDAY NIGHT MOVIES#	15.6	8,430
15	FACTS OF LIFE#	15.1	8,190
16	FALL GUY	14.6	7,900
17	ABC SUNDAY NIGHT MOVIE	14.4	7,790
18	CHARLIE BROWN-PUMPKIN(S)	14.1	7,650
19	DEMOCRATIC CAMPAIGN COMM.(S)	13.9	7,550
19	NBC SUNDAY NIGHT MOVIE#	13.9	7,550

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	35.9	9,520
2	DALLAS	32.9	8,730
3	NBC MONDAY NIGHT MOVIES#	30.9	8,180
4	ARCHIE BUNKER'S PLACE	26.9	7,130
5	GLORIA	25.1	6,660
6	JEFFERSONS	24.2	6,410
7	FALCON CREST#	22.7	6,030
8	LITTLE HOUSE NW BEGINNING	22.3	5,910
9	ONE DAY AT A TIME	21.9	5,800
10	MAGNUM, P.I.	21.8	5,720
11	NEWHART	20.4	5,420
12	M*A*S*H	19.8	5,260
13	DYNASTY	19.5	5,170
14	FACTS OF LIFE#	19.5	5,160
15	REAL PEOPLE	19.3	5,110

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	TV CENSORED BLOOPERS #4(S)	22.9	11,960
2	TV GREATEST COMMERCIALS(S)	20.6	10,780
3	HILL STREET BLUES	18.3	9,540
4	9 TO 5#	15.7	8,190
5	M*A*S*H	15.0	7,850
6	60 MINUTES	14.8	7,730
7	FALL GUY	14.6	7,640
8	THREE'S COMPANY#	14.4	7,510
9	ABC MONDAY NIGHT MOVIE	14.0	7,320
10	DYNASTY	13.9	7,270
11	HART TO HART#	13.4	7,010
12	NEWHART	13.3	6,930
13	DEMOCRATIC CAMPAIGN COMM.(S)	13.0	6,790
13	NBC SUNDAY NIGHT MOVIE#	13.0	6,790
15	CHIPS	12.9	6,740
15	MATT HOUSTON	12.9	6,740
17	ABC SUNDAY NIGHT MOVIE	12.7	6,640
18	HAPPY DAYS#	12.4	6,490

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	34.7	7,030
2	ARCHIE BUNKER'S PLACE	24.4	4,950
3	DALLAS	22.3	4,530
4	GLORIA	21.7	4,400
5	MAGNUM, P.I.	21.5	4,350
6	SIMON & SIMON	18.4	3,730
7	M*A*S*H	18.1	3,660
8	DUKES OF HAZZARD	17.7	3,580
9	FATHER MURPHY#	17.6	3,560
10	TV CENSORED BLOOPERS #4(S)	17.3	3,500
11	JEFFERSONS	17.1	3,470
12	NEWHART	16.6	3,360
13	LITTLE HOUSE NW BEGINNING	16.4	3,320
14	CBS TUESDAY NIGHT MOVIES#	16.3	3,310
15	CBS EVENING NEWS-RATHER	16.2	3,280
16	NBC MONDAY NIGHT MOVIES#	16.1	3,260

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	WOMEN 18-25-35-64			55+	TOTAL	18-34	MEN 18-25-35-64			55+	TOTAL FEM.	TOTAL M.						
*EVENING																																	
ABC MONDAY NIGHT MOVIE						5	184	199	A	16.2	27	1349	1589	554	235	612	253	423	384	305	137	765	322	541	510	391	162	139	37A	73A	54A		
1 MON. 9.00P 154 ABC FF						98	99		B	16.4	27	1366	1601	626	254	683	251	427	400	355	195	715	291	488	453	359	181	128	49	75	54		
2 MON. 9.00P 104																																	
& 10.49P 57																																	
9.00 - 9.30									A	14.8	21	1233	1719	585	206	643	253	431	398	323	163	757	272	525	514	419	170	196	59A	123	94A		
9.30 - 10.00									A	16.0	23	1333	1748	578	214	644	280	457	418	315	131	809	321	580	561	446	159	173	42A	122	85A		
10.00 - 10.30									A	17.2	28	1433	1533	540	241	597	257	421	383	293	118	751	318	533	507	391	154	129	27A	56A	41A		
10.30 - 11.00									A	16.9	29	1408	1550	541	263	603	263	424	381	290	123	758	338	536	504	371	158	132	35A	57A	41A		
11.00 - 11.30									A	16.4	34	1366	1479	528	245	580	219	392	359	308	141	778	365	562	490	351	170	86A	27A	35A	26A		
ABC NEWSBRIEF-M-F						29	185	184	A	16.5	25	1374	1814	672	276	731	265	444	408	342	223	630	234	409	397	312	165	196	66	257	199		
1 MON. 8.58P 1 ABC N						95	95		B	15.3	24	1274	1715	687	282	743	286	472	406	343	220	603	223	387	358	296	173	184	76	185	135		
1 TU-F 9.58P 1																																	
2 MON. 8.53P 2																																	
2 W-F 9.58P 1																																	
ABC NEWSBRIEF-SAT.						5	195		A	18.6	31	1549	1906	747	344	831	316	508	404	353	286	589	238	400	345	248	164	271	203	215	173		
2 SAT. 9.58P 1 ABC N						96			B	17.1	30	1424	1786	763	316	816	277	466	409	372	307	617	231	370	347	280	202	161	86	192	141		
ABC NEWSBRIEF-SUN.						6	184	193	A	17.6	29	1466	1627	750	335	797	275	472	470	434	246	685	249	431	423	342	203	90	43A	55A	29A		
1 SUN. 10.01P 2 ABC N						93	96		B	18.2	28	1516	1827	705	302	745	276	478	451	380	199	824	325	557	532	407	205	153	52	105	71		
2 SUN. 9.57P 1																																	
ABC SPORTS UPDATE-SAT						6	187	196	A	16.0	28	1333	1656	673	308	736	192	411	419	414	260	664	260	432	378	306	190	119	68A	137	89A		
SAT. 8.58P 1 ABC SN						95	98		B	15.9	20	1324	1728	683	279	752	216	417	398	380	285	700	254	433	399	330	220	99	47	177	117		
ABC SPORTS UPDATE-SUN						6	194	196	A	15.5	24	1291	1872	674	334	764	253	434	398	385	261	730	283	519	490	376	161	135	40A	243	179		
1 SUN. 8.30P 2 ABC SN						96	98		B	16.0	25	1333	1895	694	331	781	267	460	421	383	258	771	286	533	506	400	185	146	50	197	136		
2 SUN. 8.31P 2																																	
ABC SUNDAY NIGHT MOVIE						5	193	201	A	18.7	30	1558	1610	750	328	813	285	499	471	444	250	649	240	426	411	323	182	91	41A	57A	33A		
1 SUN. 9.00P 120 ABC FF						95	99		B	18.4	30	1533	1886	726	313	777	319	543	490	399	170	820	339	590	545	410	173	176	61	113	82		
2 SUN. 9.00P 135																																	
9.00 - 9.30									A	18.5	27	1541	1648	752	322	818	279	501	475	445	259	648	232	409	407	333	190	112	38A	70A	46A		
9.30 - 10.00									A	18.6	28	1549	1629	762	323	824	277	498	475	451	261	650	228	419	422	337	184	100	43A	55A	35A		
10.00 - 10.30									A	18.8	31	1566	1617	751	338	812	291	496	470	438	248	647	251	434	403	310	178	89	46A	69A	38A		
10.30 - 11.00									A	18.8	34	1566	1604	743	336	808	300	502	473	435	239	661	257	454	423	321	172	81	39A	54A	27A		
ABC WORLD NEWS TONIGHT						30	202	194	A	12.6	22	1050	1510	682	181	734	173	355	336	357	318	606	163	322	326	324	239	68	34A	102	73		
M-F 6.30P 30 ABC N						99	97		B	11.9	22	991	1530	686	204	733	176	352	344	367	317	628	178	348	335	321	239	69	39	100	64		
ABC WRLD NEWS TONIGHT-SUN						4	183	164	A	8.4	16	700	1839	872	239	906	279	476	412	410	390	711	209	380	409	326	279	42V	12V	180	158A		
SUN. 6.30P 30 ABC N						87	87		B	7.0	13	583	1706	806	262	849	267	458	409	377	360	676	178	336	353	331	297	47	18	134	121		
ALICE						5	179	199	A	11.4	17	950	1426	625	220	653	121A	267	309	359	307	536	137	238	240	269	231	125A	79A	112A	79A		
WED. 9.00P 30 CBS CS						94	99		B	14.1	21	1175	1588	672	253	751	231	381	370	354	304	516	200	297	276	203	176	134	78	187	130		
ARCHIE BUNKER'S PLACE						6	192	199	A	20.9	33	1741	1579	704	226	753	155	292	308	341	409	614	166	294	287	259	284	78	51A	134	77		
SUN. 8.00P 30 CBS CS						98	99		B	18.9	30	1574	1615	730	251	786	190	340	340	339	392	607	189	295	274	256	270	87	51	135	82		
BENSON						3	195	202	A	15.4	27	1283	1734	787	324	848	264	429	409	376	352	567	179	337	338	277	196	144	80A	175	128		
FRI. 8.00P 30 ABC CS						97	99		B	15.8	27	1316	1772	772	285	833	265	471	427	392	311	549	197	351	326	265	166	167	77	223	159		
BORN BEAUTIFUL(S)						193			A	16.2	26	1349	1660	836	337	912	302	520	436	415	331	440	165A	258	221	187	151A	187	143A	121A	97A		
2 MON. 9.00P 120 NBC FF						97			A	14.7	22	1225	1647	786	321	865	295	471	406	385	335	433	147A	260	224	191A	150A	188A	142A	161A	120A		
9.00 - 9.30																																	
CONT'D																																	

1ST NOV, 1982 REPORT

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KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1982 REPORT

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. SHARE (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)	CHILDREN (2-11)		
#															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.
EVENING CONT'D																												
FANTASY ISLAND							4	196	204																			
SAT.	10.00P	60	ABC	A			96	99																				
	10.00 - 10.30																											
	10.30 - 11.00																											
FATHER MURPHY							3	205																				
1 TUE.	8.00P	60	NBC	GD			95																					
	8.00 - 8.30																											
	8.30 - 9.00																											
FILTHY RICH							5	179	199																			
WED.	9.30P	30	CBS	CS			96	99																				
GAVILAN							1	198																				
1 TUE.	9.00P	60	NBC	A			99																					
	9.00 - 9.30																											
	9.30 - 10.00																											
GIMME A BREAK							6	189	192																			
SAT.	9.00P	30	NBC	CS			96	97																				
GLORIA							6	197	200																			
SUN.	8.30P	30	CBS	CS			98	99																				
GOLD MONKEY							6	190	203																			
WED.	8.00P	60	ABC	A			95	99																				
	8.00 - 8.30																											
	8.30 - 9.00																											
GREATEST AMERICAN HERO							2	188	194																			
FRI.	9.00P	60	ABC	A			98	99																				
	9.00 - 9.30																											
	9.30 - 10.00																											
HAPPY DAYS							4	199																				
1 TUE.	8.00P	30	ABC	CS			97																					
HART TO HART							4	202																				
1 TUE.	10.00P	60	ABC	PD			99																					
	10.00 - 10.30																											
	10.30 - 11.00																											
HERE COMES GARFIELD(S)							195																					
1 MON.	8.30P	30	CBS	EA			99																					
HILL STREET BLUES							6	214	215																			
THU.	10.00P	60	NBC	OP			99	99																				
	10.00 - 10.30																											
	10.30 - 11.00																											
IT TAKES TWO							4	199	201																			
THU.	9.30P	30	ABC	CS			99	99																				
JEFFERSONS							6	192	198																			
SUN.	9.00P	30	CBS	CS			97	99																				

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)														
														WOMEN					MEN																			
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.												
EVENING CONT'D																																						
POWERS OF MATTHEW STAR														7	190	201	A 11.6	20	966	1966	609	296	686	271	431	405	327	189	635	292	438	367	264	166	237	89 ^A	408	310
FRI. 8.00P 60 NBC GD														92	97		B 12.1	22	1008	1971	714	300	777	280	481	438	394	229	641	237	434	375	331	175	246	103	307	230
8.00 - 8.30																	A 11.1	19	925	1924	591	288	666	250	412	392	322	189	639	310	445	349	248	167	229	85 ^A	390	292
8.30 - 9.00																	A 12.2	20	1016	1976	618	303	696	289	441	411	326	188	619	271	425	382	274	160	241	91 ^A	420	324
PRIVATE BENJAMIN														5	186		A 16.5	25	1374	1801	684	346	754	309	462	376	312	227	501	207	328	321	236	135 ^A	262	163 ^A	284	172 ^A
2 MON. 8.30P 30 CBS CS														96			B 16.3	24	1358	1801	656	284	722	277	463	410	319	204	555	216	385	356	258	143	253	143	271	201
QUEST														3	187	195	A 9.0	17	750	1672	581	263	625	262	460	409	306	139 ^A	664	247	515	471	353	126 ^A	255	86 ^A	128 ^A	83 ^A
FRI. 10.00P 60 ABC A														97	99		B 9.6	17	800	1633	626	254	663	251	455	400	328	172	639	214	462	420	371	160	201	71	130	80
10.00 - 10.30																	A 8.9	16	741	1762	584	267	627	269	460	416	296	141 ^A	709	265	545	511	373	134 ^A	277	96 ^A	149 ^A	93 ^A
10.30 - 11.00																	A 9.0	17	750	1584	584	255	624	253	458	409	320	136 ^A	622	233	488	436	334	115 ^A	232	75 ^A	106 ^A	71 ^A
QUINCY, M.E.														4	180	205	A 14.1	24	1175	1515	692	276	784	276	443	450	350	258	591	224	382	368	277	165	127	85 ^A	13 ^v	LT
WED. 10.00P 60 NBC OP														92	99		B 14.5	25	1208	1574	743	268	806	277	463	463	351	271	572	225	380	345	252	159	145	92	51	34
10.00 - 10.30																	A 14.1	24	1175	1522	706	275	801	279	455	464	360	261	580	224	377	353	263	165	128	81 ^A	13 ^v	LT
10.30 - 11.00																	A 14.0	25	1166	1513	676	279	766	273	430	439	339	253	604	226	391	384	292	167	130	91 ^A	13 ^v	LT
REAL PEOPLE														5	205	212	A 17.4	28	1449	1722	747	245	792	231	389	362	356	353	556	200	322	284	217	220	154	66 ^A	220	149
WED. 8.00P 60 NBC PV														95	99		B 17.1	27	1424	1798	767	257	821	262	433	381	346	332	579	201	327	293	236	223	163	78	235	167
8.00 - 8.30																	A 16.6	27	1383	1705	731	232	775	224	372	353	349	348	549	191	307	276	211	227	148	58 ^A	233	160
8.30 - 9.00																	A 18.3	28	1524	1721	755	254	798	234	395	368	358	353	558	207	332	289	215	214	161	75 ^A	204	137
REMINGTON STEELE														5	192	204	A 11.6	22	966	1701	675	255	732	252	472	437	379	206	626	226	454	405	330	143	192	75 ^A	151	127
FRI. 10.00P 60 NBC GD														95	99		B 12.5	23	1041	1765	679	287	743	266	496	473	385	189	628	294	418	397	325	157	216	73	178	141
10.00 - 10.30																	A 11.9	21	991	1729	681	264	737	260	479	441	382	202	632	235	454	414	328	141	201	78 ^A	159	129
10.30 - 11.00																	A 11.4	22	950	1652	660	240	720	243	461	428	373	208	609	216	448	391	326	137	181	70 ^A	142	120 ^A
REPUB. NAT'L COMMITTEE(S)														190			A 9.5		791	1918	731	299 ^A	808	369	559	395	312	203 ^A	662	334	443	361	192 ^A	159 ^A	295 ^A	117 ^A	153 ^A	130 ^A
1 SUN. 10.55P 5 NBC P														94																								
REPUBLICAN NATIONAL COMM.(S)														191			A 15.1	22	1258	2001	660	249	708	208	450	434	364	224	706	238	472	458	380	170 ^A	249	73 ^A	338	246
2 MON. 8.55P 5 ABC P														96																								
REPUBLICAN POLITICAL-CBS(S)														195			A 11.5	21	958	1368	665	243 ^A	674	242 ^A	371	395	318	239 ^A	570	234 ^A	349	303	235 ^A	203 ^A	57 ^v	21 ^v	67 ^A	31 ^v
2 MON. 10.54P 6 CBS P														98																								
RIPLEY'S BELIEVE IT-NOT														6	176	188	A 12.5	20	1041	2055	682	268	725	265	493	462	386	191	734	311	555	517	374	136	206	79 ^A	390	334
SUN. 7.00P 60 ABC U														92	97		B 11.1	19	925	2104	692	291	770	320	547	488	372	179	749	298	540	501	390	154	245	114	340	275
7.00 - 7.30																	A 11.7	20	975	2074	675	263	715	263	481	442	374	203	763	328	581	527	383	143	194	67 ^A	402	346
7.30 - 8.00																	A 13.2	21	1100	2044	693	271	740	270	509	480	399	184	707	296	534	511	366	126	215	88 ^A	382	327
ST. ELSEWHERE														1	198		A 14.0	23	1166	1312	665	290	692	213	366	403	389	221	573	212	391	394	316	134 ^A	45 ^v	24 ^v	LT	LT
1 TUE. 10.00P 60 NBC GD														99			B 14.0	23	1166	1312	665	290	692	213	366	403	389	221	573	212	391	394	316	134	45	24	LT	LT
10.00 - 10.30																	A 14.4	23	1200	1346	681	306	709	226	365	403	395	228	581	217	394	394	317	140 ^A	52 ^A	22 ^v	LT	LT
10.30 - 11.00																	A 13.5	23	1125	1274	651	270	673	196 ^A	367	403	386	214	564	208 ^A	387	391	314	127 ^A	37 ^v	27 ^v	LT	LT
SEVEN BRIDES/SEVEN BROS.														6	189	196	A 14.7	23	1225	1543	643	277	719	219	367	350	338	278	448	127	193	158	202	216	170	93 ^A	206	118
WED. 8.00P 60 CBS MD														97	99		B 14.9	23	1241	1622	699	285	798	282	426	384	336	299	409	141	216	189	172	159	171	98	244	145
8.00 - 8.30																	A 14.2	23	1183	1552	649	271	724	218	356	341	332	295	450	124	190	165	201	220	164	91 ^A	214	111
8.30 - 9.00																	A 15.3	24	1274	1521	635	279	710	219	374	354	339	263	446	131	196	154	202	210	171	95	194	123
SILVER SPOONS														7	194	200	A 14.3	25	1191	1752	786	257	834	263	403	357	335	352	484	153	233	223	203	205	172	100 ^A	262	173
SAT. 8.30P 30 NBC CS														95	98		B 14.6	26	1216	1943	738	258	808	254	429	373	334	313	509	169	290	263	226	184	259	137	367	266

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	WOMEN 18-25			35-64	55+	TOTAL	18-34	MEN 18-25			35-64	55+	TOTAL	TEEN FEM	CHILDREN TOTAL & F			
EVENING CONT'D																																	
SIMON & SIMON																																	
THU. 9.00P 60 CBS PD 5 192 196																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
60 MINUTES																																	
SUN. 7.00P 60 CBS DN 6 203 206																																	
7.00 - 7.30																																	
7.30 - 8.00																																	
SQUARE PEGS																																	
2 MON. 8.00P 30 CBS CS 5 174																																	
97																																	
STAR OF THE FAMILY																																	
THU. 8.30P 30 ABC CS 5 199 203																																	
98 99																																	
T.J. HOOKER																																	
SAT. 8.00P 60 ABC OP 6 191 200																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
TAXI																																	
THU. 9.30P 30 NBC CS 6 210 206																																	
99 99																																	
TV CENSORED BLOOPERS #4(S)																																	
202																																	
2 SUN. 9.00P 60 NBC CV 99																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
TV GREATEST COMMERCIALS(S)																																	
2 SUN. 10.00P 60 NBC CV 202																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
THAT'S INCREDIBLE																																	
MON. 8.00P 60 ABC PV 6 195 190																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
THREE'S COMPANY																																	
1 THU. 9.00P 30 ABC CS 4 204																																	
99																																	
TOO CLOSE FOR COMFORT																																	
THU. 9.30P 30 ABC CS 5 204 205																																	
99 99																																	
TRAPPER JOHN, M.D.																																	
1 SUN. 10.30P 60 CBS GD 8 194 200																																	
2 SUN. 10.30P 60 CBS GD 99 99																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
20/20																																	
THU. 10.00P 60 ABC DN 5 200 199																																	
10.00 - 10.30																																	
10.30 - 11.00																																	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.					
EVENING CONT'D																															
TUCKER'S WITCH																															
WED.	10.00P	60	CBS	CS		5	176	193	A	9.9	17	825	1417	649	249	689	186	389	404	407	224	574	208	341	311	279	185	101^	54^	53^	24^
	10.00 - 10.30						95	99	B	11.4	19	950	1473	694	303	758	262	462	437	393	228	525	224	348	326	231	131	126	70	64	33
	10.30 - 11.00								A	9.9	17	825	1411	651	239	680	182	376	408	397	217	572	209	349	321	277	176	106^	58^	53^	26^
									A	9.9	17	825	1407	642	252	690	186	396	399	414	227	570	206	329	300	280	191	94^	48^	53^	19^
VOYAGERS																															
SUN.	7.00P	60	NBC	A		5	187	196	A	8.5	14	708	2256	659	308	742	305	515	431	354	182	826	404	619	467	359	158^	271	86^	417	291
	7.00 - 7.30						94	96	B	8.8	15	733	2139	649	324	719	317	512	428	325	167	721	310	515	417	330	167	274	90	425	282
	7.30 - 8.00								A	8.1	14	675	2167	662	301	750	299	520	420	364	189	815	384	607	462	361	167^	243	74^	359	244
									A	8.9	14	741	2323	658	315	734	309	511	439	346	174	829	415	624	467	354	151^	296	98^	464	332
WALT DISNEY																															
SAT.	8.00P	60	CBS	FV		5	187	202	A	13.6	24	1133	2315	677	282	738	282	491	449	364	199	649	292	415	368^	289	186	239	63^	689	425
	8.00 - 8.30						96	99	B	13.7	24	1141	2194	677	257	724	248	454	426	360	226	582	237	387	349	279	165	248	84	640	447
	8.30 - 9.00								A	13.4	24	1116	2299	683	283	744	282	492	439	361	211	644	278	400	361	292	198	236	63^	675	423
									A	13.9	25	1158	2306	663	275	726	283	489	457	360	184	646	300	427	372	286	168	238	63^	696	426
*LATE FRINGE																															
ABC NEWS:NIGHTLINE-MON																															
1 MON.	12.05A	35	ABC	N		6	185	187	A	3.7	17	308	1256	630	221^	649	243^	353^	447	325^	150^	591	325^	370^	371^	218^	165^	16^	LT	LT	LT
2 MON.	12.17A	30					97	96	B	4.4	17	367	1312	561	207	583	167	315	357	318	180	708	293	452	440	281	227	18	LT	LT	LT
	12.00 - 12.30								A	4.2	17	350	1329	739	191^	739	237^	383^	523^	435^	142^	590	321^	347^	345^	218^	175^	LT	LT	LT	LT
ABC NEWS:NIGHTLINE-T-F																															
1 TU-F	11.30P	30	ABC	N		22	188	189	A	5.9	18	491	1285	612	216	647	125	335	366	422	229	593	206	352	342	289	174	37^	9^	LT	LT
							96	96	B	5.8	17	483	1272	576	197	617	145	350	350	375	212	617	192	369	358	302	193	32	13	LT	LT
2 M & F 11.30P 30																															
2 THU.	11.30P	35							A	6.0	18	500	1268	602	213	637	123	329	363	418	225	586	204	350	336	284	172	37^	9^	LT	LT
	11.30 - 12.00																														
ABC WEEKEND REPORT-SAT.																															
SAT.	11.00P	15	ABC	N		6	155	158	A	6.0	13	500	1464	449	164^	517	208^	306	247	185^	183^	631	312	440	341	243	139^	221^	211^	95^	95^
							87	88	B	5.2	11	433	1330	544	191	614	194	353	312	302	221	560	215	380	308	264	138	102	94	54	46
ABC WEEKEND REPORT-SUN.																															
1 SUN.	11.00P	15	ABC	N		6	166	169	A	4.4	11	367	1106	687	229^	730	223^	446	458	433	215^	357	51^	174^	158^	246^	183^	LT	LT	19^	11
2 SUN.	11.15P	15					91	91	B	4.1	11	342	1333	582	189	620	192	390	394	341	176	633	197	414	366	317	207	54	14	26	18
CAMPAIGN '82:ELECT-11.30P(S)																															
2 TUE.	11.30P	23	CBS	P			160		A	4.8	11	400	1348	720	120^	720	147^	266^	312^	348^	368^	530^	213^	321^	301^	237^	174^	65^	45^	33^	33^
							70																								
CAMPAIGN '82:ELECT 12.00M(S)																															
2 TUE.	12.00M	30	CBS	P			160		A	4.4	14	367	1128	600^	131^	600^	145^	260^	300^	348^	300^	488^	185^	325^	293^	262^	145^	40^	24^	LT	LT
							87																								
CAMPAIGN '82:ELECT 12.30A(S)																															
2 TUE.	12.30A	30	CBS	P			173		A	3.9	15	325	1197	524^	160^	524^	132^	279^	308^	286^	176^	634^	234^	431^	403^	360^	142^	39^	LT	LT	LT
							88																								
CAMPAIGN '82:1.00A(S)																															
2 TUE.	1.00A	30	CBS	P			176		A	4.0	19	333	1057	456^	78^	456^	21^	244^	267^	355^	168^	601^	214^	385^	328^	309^	216^	LT	LT	LT	LT
							90																								
CAMPAIGN '82:1.30A(S)																															
2 TUE.	1.30A	30	CBS	P			173		A	2.5	16	208	1106^	548^	53^	548^	52^	265^	285^	385^	211^	558^	178^	385^	385^	322^	173^	LT	LT	LT	LT
							88																								
CBS NEWS NIGHTLINE																															
M-THSU	2.00A	30	CBS	N		24	81	83	A	1.4	19	117	436^	215^	172^	283^	94^	154^	162^	111^	95^	153^	42^	51^	93^	94^	60^	LT	LT	LT	LT
							74	75	B	1.5	19	125	422	199	142	227	81	120	120	93	78	195	63	90	114	125	63	LT	LT	LT	LT
CBS NEWS NIGHTLINE																															
M-THSU	2.30A	30	CBS	N		25	112	112	A	.9	23	75	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
							90	90	B	1.0	25	83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
CONT'D																															

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PROGRAM NAME															T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK # DAY		START TIME	DUR	NET	TYPE	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- PERSONS OF 18-34	ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)												
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM												
LATE FRINGE CONT'D																																							
CBS NEWS NIGHTWATCH-CONT'D																																							
2.30 - 3.00															A	1.3	22	108	500^	167^139v	296^157^	204^139v	74v	74v	204^	65v	84v148^	120v	56v	LT	LT	LT	LT						
3.00 - 3.30															A	1.1	23	92	LT	LT LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT						
3.30 - 4.00															A	.8	21	67	LT	LT LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT						
4.00 - 4.30															A	.9	26	75	LT	LT LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT						
4.30 - 5.00															A	.8	27	67	LT	LT LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT					
5.00 - 5.30															A	.8	27	67	LT	LT LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT					
5.30 - 6.00															A	.9	27	75	LT	LT LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT					
CBS SUNDAY NEWS-OSGOOD															A	5.4	12	450	1324	670	182^	690	87^	264^313	370	359	587	223^	400	401	263^157^	32v	LT	15v	15v				
SUN. 11.00P 15 CBS N															B	5.8	12	483	1256	647	219	679	126	232	267	312	381	551	161	298	337	272	194	16	LT	LT	LT		
DAVID LETTERMAN I															A	3.1	18	258	1043	473	229^	551	253	357	275	228^163^	442	267	403	306	152^31v	50v	LT	LT	LT				
1 M-TH 12.30A 30 NBC GV															B	3.0	17	250	1121	465	161	519	212	310	249	197	178	557	328	469	351	176	66	45	LT	LT	LT		
2 MON. 1.01A 30																																							
2 W & TH 12.30A 30																																							
DAVID LETTERMAN II															A	2.3	18	192	922	360	182^	474	250^	302^192^	146^156^	390	271^	348	198^	98^31v	58v	LT	LT	LT					
1 M-TH 1.00A 30 NBC GV															B	2.3	18	192	920	314	117	372	171	230	170	130	119	512	330	447	298	145	44	36	LT	LT	LT		
2 MON. 1.31A 30																																							
2 W & TH 1.00A 30																																							
DAVID LETTERMAN SPECIAL(S)															A	2.6	13	217	548^	323^130v	323^139v	175v198v	147v125v	143v	56v	79v	79v	64v	64v	82v	LT	LT	LT						
1 FRI. 12.30A 84 NBC GV																																							
2 W & F 11.30P 30																																							
2 THU. 11.30P 35																																							
11.30 - 12.00															A	6.0	18	500	1268	602	213	637	123	329	363	418	225	506	204	350	336	284	172	17^	9v	LT	LT		
ABC WEEKEND REPORT-SAT.															A	6.0	13	500	1464	449	164^	517	208^	306	247	185^183^	631	312	440	341	243	139^	221^211^	81^	95^	LT	LT		
SAT. 11.00P 15 ABC N															B	5.2	11	433	1330	544	191	614	194	353	312	302	221	560	215	380	308	264	138	102	94	54	46	LT	LT
ABC WEEKEND REPORT-SUN.															A	4.4	11	367	1106	687	229^	730	223^	446	458	433	215^	357	51v	174^158^	246^183^	LT	LT	19v	LT	LT			
1 SUN. 11.00P 15 ABC N															B	4.1	11	342	1333	582	189	620	192	390	394	341	176	633	197	414	366	317	207	54	14	26	18	LT	LT
2 SUN. 11.15P 15																																							
CAMPAIGN '82:ELECT-11.30P(S)															A	4.8	11	400	1348	720	120v	720	147v	266^312^	348^368^	530^213^	321^301^	237^174^	65v	45v	33v	33v							
2 TUE. 11.30P 23 CBS P																																							
CAMPAIGN '82:ELECT-12.00M(S)															A	4.4	14	367	1128	600^131v	600^145v	260^300^	348^300^	488^185^	325^293^	262^145v	40v	24v	LT	LT									
2 TUE. 12.00M 30 CBS P																																							
CAMPAIGN '82:ELECT-1.00A(S)															A	3.9	15	325	1197	524^160v	524^132v	279^308^	286^176v	634^234^	431^403^	360^142v	39v	LT	LT	LT									
2 TUE. 1.00A 30 CBS P																																							
CAMPAIGN '82:ELECT-1.30A(S)															A	4.0	19	333	1057	456^78v	456^21v	244^267^	355^168v	601^214^	385^328^	309^216^	LT	LT	LT	LT									
2 TUE. 1.00A 30 CBS P																																							
CAMPAIGN '82:ELECT-1.30A(S)															A	2.5	16	208	1106^	548^53v	548^52v	265v285v	385^211v	558^178v	385^385^	322^173v	LT	LT	LT	LT									
2 TUE. 1.30A 30 CBS P																																							
CBS NEWS NIGHTWATCH-1															A	1.4	19	117	436^	215^172^	283^94v	154^162^	111v	95v	153^	42v	51v	93v	94v	60v	LT	LT	LT	LT					
M-THSU 2.00A 30 CBS N															B	1.5	19	125	422	199	142	227	81	120	120	93	78	195	63	90	114	125	63	LT	LT	LT	LT		
CBS NEWS NIGHTWATCH-2															A	.9	23	75	LT	LT LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
M-THSU 2.30A 210 CBS N															B	1.0	25	83	LT	LT LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT			
CONT'D																																							

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
LATE FRINGE CONT'D																													
'82 VOTE-12.30 AM(5)						158		A	2.6	10	217	1138	391^203v	511^147v	336^216v	268v175v		627^198v	198v369^	282v258v		LT	LT	LT	LT				
2 TUE. 12.30A 23 ABC P						79																							
LAST WORD																													
1 TU & W 12.00M 60 ABC N						7	176 177	A	2.9	13	242	1264	583 165^	616 108^	364 355	404 199^		599 248^	376 368	272 165^		49v LT	LT	LT	LT				
1 THU. 12.00M 61							92 92	B	2.9	13	242	1264	583 165	616 108	364 355	404 199		599 248	376 368	272 165		49 LT	LT	LT	LT				
1 FRI. 12.00M 69																													
2 WED. 12.00M 61																													
2 THU. 12.05A 62																													
2 FRI. 12.00M 60																													
12.00 - 12.30								A	3.4	13	283	1332	639 207^	675 124^	406 404	442 201^		604 244	378 389	271 159^		53v LT	LT	LT	LT				
12.30 - 1.00								A	2.5	13	208	1188	524 125^	543 91^	318 303	356 187^		602 251^	385 356	279^173^		43v LT	LT	LT	LT				
LATE MOVIE I																													
1 M-W 11.30P 71 CBS FF						39	158 159	A	5.4	19	450	1262	617 284	690 190	374 403	365 228		533 213	364^357	236 133		34v 16v	LT	LT	LT				
1 THU. 11.30P 72							86 85	B	5.4	19	450	1260	641 284	714 218	426 422	382 208		490 206	344 296	219 116		46 24	LT	LT	LT				
1 FRI. 11.30P 76																													
2 MTHF 11.30P 71																													
2 WED. 11.30P 68																													
11.30 - 12.00								A	5.8	17	483	1275	648 287	720 196	386 418	379 242		505 184	337 334	238 138		44^ 21v	LT	LT	LT				
12.00 - 12.30								A	5.2	20	433	1259	602 295	681 192	377 400	355 221		540 233	380 367	224 125^		31v 14v	LT	LT	LT				
LATE MOVIE II																													
1 MON. 12.41A 48 CBS FF						39	158 160	A	3.8	24	317	1145	529 253	599 164^	356 372	334 173^		540 234	382 383	237 116^		LT LT	LT	LT	LT				
							86 85	B	3.9	24	325	1131	539 252	634 228	434 396	325 153		461 200	329 282	209 102		24 LT	LT	LT	LT				
1 TUE. 12.41A 52																													
1 WED. 12.41A 41																													
1 THU. 12.42A 50																													
1 FRI. 12.46A 47																													
2 MON. 12.41A 52																													
2 WED. 12.38A 48																													
2 TH & F 12.41A 51																													
12.30 - 1.00								A	3.3	20	275	1124	419^182v	451^ 43v	200v291^	288^160v		644^157v	346^469^	312^175v		29v 29v	LT	LT	LT				
1.00 - 1.30								A	3.6	25	300	1130	527 243	600 150^	354 376	347 173^		524 227	371 366	231 114^		LT LT	LT	LT	LT				
NBC LATE NIGHT MOVIE																													
1 SUN. 11.30P 34 NBC FF						6	59 62	A	1.7	6	142	1239	486^120v	634^240^	331^225^	288^233^		549^337^	436^436^	149v113v		LT LT	LT	LT	LT				
2 SUN. 11.30P 43							37 39	B	1.4	5	117	1126	543 129	590 245	398 281	233 170		469 225	355 337	163 114		57 LT	LT	LT	LT				
11.30 - 12.00								A	1.7	6	142	1387	507^105v	704^317^	387^197v	267^275^		604^337^	464^464^	190v140v		43v LT	36v	36v					
NBC NEWS OVERNIGHT M I																													
1 MON. 1.30A 31 NBC N						29	151 151	A	1.4	15	117	393^	94v 95v	146^ 86v	111v102v	60v LT		205^120v	154^120v	60v 42v		42v LT	LT	LT	LT				
1 TU & W 1.30A 45							91 91	B	1.4	15	117	281	80 LT	99 LT	75 72	61 LT		157 88	120 105	LT LT		LT LT	LT	LT	LT				
1 THU. 1.30A 44																													
1 FRI. 2.00A 30																													
2 MON. 2.01A 43																													
2 WED. 1.30A 47																													
2 FRI. 2.00A 47																													
1.30 - 2.00								A	1.5	15	125	440^	72v 88v	144^ 80v	104v 96v	64v 40v		224^152^	192^136^	56v LT		72v LT	LT	LT	LT				
2.00 - 2.30								A	1.3	13	108	204^	47v LT	47v LT	LT LT	LT LT		157^111v	111v111v	LT 46v		LT LT	LT	LT	LT				
SATURDAY NIGHT																													
1 SAT. 11.30P 41 NBC W						4	192	A	5.9	18	491	1212	422^284^	461^248^	347^246^	174^ 87v		481^341^	424^314^	131^ 38v		235^106v	35v	35v					
11.30 - 12.00								B	6.6	20	550	1513	582 287	599 321	458 367	210 113		605 381	521 425	196 53		229 111	80	40					
12.00 - 12.30								A	6.6	18	550	1113	422^262^	462 218^	335^229^	170^127^		380^212^	309^264^	141^ 45v		251^ 96v	20v	20v					
12.30 - 1.00								A	5.8	19	483	1240	414^303^	445^242^	360^275^	197^ 52v		563 421^	508 370^	142^ 30v		187^ 87v	45v	45v					
								A	4.9	19	408	1400	449^299^	500^324^	357^238^	149v 71v		556^454^	510^327^	102v 46v		297^157^	47v	47v					

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WK #	START DAY	TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000) %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MIN					TEENS (12-17)		CHILDREN (2-11)						
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	12-17	TOTAL	2-11			
LATE FRINGE CONT'D																															
SCTV NETWORK						4	184	A	2.6	14	217	1604	725	212	789	438	604	443	272	143	737	417	640	475	384	83	78	LT	LT	LT	
2 FRI. 12.30A 90 NBC GV						97		B	2.7	15	225	1389	530	200	616	325	461	357	220	109	608	329	503	403	232	75	114	60	51	LT	
12.30 - 1.00								A	3.6	15	300	1503	681	220	741	413	523	397	276	154	677	411	536	406	332	114	85	LT	LT	LT	
1.00 - 1.30								A	2.4	13	200	1675	760	194	835	485	645	429	234	156	745	275	700	551	440	45	95	LT	LT	LT	
1.30 - 2.00								A	1.8	13	150	1707	773	214	813	420	700	548	299	113	834	367	766	505	399	68	60	LT	LT	LT	
TONIGHT SHOW						29	207	208	A	6.5	23	541	1238	585	188	637	205	360	313	338	224	562	234	406	364	272	126	32	17	LT	LT
1 M-F 11.30P 60 NBC GV						99	99	B	6.5	22	541	1299	622	192	664	206	376	341	336	237	566	215	385	343	268	151	54	26	15	11	
2 MON. 12.01A 60																															
2 W-F 11.30P 60																															
11.30 - 12.00								A	7.7	23	641	1318	636	212	684	217	390	346	360	235	599	231	422	397	306	141	28	15	7	7	
12.00 - 12.30								A	5.7	22	475	1160	535	159	597	198	341	276	319	218	531	230	397	345	252	112	30	17	LT	LT	
12.30 - 1.00								A	3.5	19	292	952	408	192	408	117	117	280	219	128	452	356	356	109	17	96	92	LT	LT	LT	
TWILIGHT THEATRE II(S)						199		A	5.5	19	458	1450	555	293	614	322	476	394	248	102	650	344	606	413	299	35	88	22	98	98	
2 SAT. 11.30P 80 NBC GV						97																									
11.30 - 12.00								A	6.7	19	558	1434	691	276	710	308	520	451	326	152	581	260	528	364	312	53	82	48	61	61	
12.00 - 12.30								A	5.2	19	433	1471	467	254	540	326	424	362	191	60	754	395	730	497	348	24	97	LT	80	80	
12.30 - 1.00								A	4.0	17	333	1480	395	419	521	357	468	324	164	53	630	454	574	380	176	LT	97	LT	232	232	
WEEKDAY DAYTIME																															
ABC AFTERSCHOOL SPECIAL(S)						181		A	6.6	19	550	1335	600	186	714	303	471	305	291	214	207	32	102	134	114	73	190	165	224	162	
1 WED. 4.30P 60 ABC FV						95																									

4.30 - 5.00										A	6.5 20	541	1364	604	191	718	295	498	327	320	189	152	18	75	105	87	47	199	175	295	196
5.00 - 5.30										A	6.8 19	566	1272	581	175	692	300	432	277	256	233	255	45	124	157	133	98	177	152	148	125
ABC DAYTIME NEWSBRIEF-M-F 29 177 177										A	8.0 28	666	1132	775	234	885	421	632	446	355	211	170	97	116	79	48	54	32	24	45	16
1 TU-F 1.57P 2 ABC N 94 94										B	8.2 29	683	1256	839	213	948	433	675	486	391	224	190	102	127	91	60	57	42	33	76	21
2 M-F 1.57P 2																															
ABC NEWS THIS MORNING-645 30 146 145										A	1.9 15	158	1266	633	189	633	184	361	355	304	234	399	126	202	203	190	171	102	LT	132	LT
M-F 6.45A 15 ABC N 87 87										B	1.9 17	158	696	358	158	371	125	201	189	186	156	212	57	99	111	99	86	62	LT	51	LT
ALL MY CHILDREN 30 201 202										A	9.1 32	758	1156	785	258	893	442	640	442	339	203	175	96	113	72	51	62	31	17	57	18
M-F 1.00P 60 ABC DD 98 98										B	9.4 34	783	1253	831	221	947	446	681	483	382	214	186	97	122	88	60	58	43	31	77	23
1.00 - 1.30										A	8.5 31	708	1171	796	259	905	457	645	443	330	208	178	95	109	67	53	69	30	17	58	18
1.30 - 2.00										A	9.7 34	808	1121	769	252	876	427	630	440	343	196	165	95	112	73	45	53	28	16	52	17
ANOTHER WORLD 30 204 204										A	4.6 17	383	1188	826	173	889	296	416	363	347	411	229	70	98	79	72	122	LT	LT	60	23
M-F 2.00P 60 NBC DD 99 99										B	4.5 17	375	1176	861	156	923	279	418	386	396	431	181	65	91	87	58	84	27	25	45	15
2.00 - 2.30										A	4.6 17	383	1201	825	153	893	289	418	353	353	418	243	78	112	86	78	126	LT	LT	57	21
2.30 - 3.00										A	4.6 18	383	1157	822	178	883	300	409	372	340	405	206	64	85	66	61	113	LT	LT	57	21
AS THE WORLD TURNS 35 201 201										A	7.1 26	591	1252	923	141	974	216	430	409	430	515	196	56	85	73	81	106	21	11	61	12
M-F 1.30P 60 CBS DD 99 99										B	7.0 26	583	1260	900	139	984	243	445	415	432	479	212	70	99	85	87	103	24	13	40	LT
1.30 - 2.00										A	6.9 24	575	1270	921	112	968	197	408	395	420	536	211	55	84	76	94	118	23	12	68	12
2.00 - 2.30										A	7.3 27	608	1219	920	161	970	230	446	418	433	491	178	55	83	67	68	94	17	8	54	12
CAPITOL 35 191 191										A	5.7 22	475	1185	871	167	937	269	486	436	409	419	163	56	90	66	69	73	19	LT	66	21
M-F 2.30P 60 CBS DD 96 96										B	5.8 23	483	1171	838	177	926	272	484	438	409	383	170	68	90	72	65	74	31	17	44	15
CBS EARLY MORNING NEWS 25 120 119										A	1.4 13	117	641	265	69	274	LT	94	111	188	163	282	51	102	136	197	146	LT	LT	68	68
M-F 6.30A 30 CBS N 87 87										B	1.2 12	100	311	128	LT	133	LT	LT	54	91	79	137	LT	LT	67	96	70	LT	LT	LT	LT

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WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM	TOTAL M	TOTAL 6-11			
WEEKDAY DAYTIME CONT'D																															
CBS LIBRARY(S)							110	A	3.1	8	258	1531	485	171	504	58	139	202	294	283	605	301	476	322	215	129	279	155	143	70	
1 TUE.		4.30P	60	CBS	CL	69		A	3.0	9	250	1536	541	213	581	117	185	201	300	340	461	261	357	212	136	104	330	143	164	69	
		4.30 - 5.00						A	3.1	8	258	1547	438	132	438	LT	93	203	296	235	752	345	597	430	291	155	232	166	125	74	
		5.00 - 5.30						A	3.0	15	250	1108	604	180	604	56	240	292	360	288	465	41	89	160	296	292	LT	LT	28	LT	
CBS MORNING NEWS 1						25	185	B	2.9	15	242	1158	609	183	634	95	309	345	380	259	447	77	139	177	253	239	LT	LT	59	22	
M-F 7.30A 30 CBS N						99	99																								
CBS MORNING NEWS 2						25	185	A	3.3	16	275	1211	711	178	741	127	247	244	327	432	428	94	160	186	204	228	19	LT	23	LT	
M-F 8.30A 30 CBS N						99	99	B	3.2	16	267	1231	724	152	754	131	305	310	349	382	446	116	186	195	197	219	LT	LT	24	LT	
CHILD'S PLAY						35	156	A	3.6	18	300	1197	656	140	707	257	407	347	267	263	250	117	147	84	63	90	60	33	180	67	
M-F 10.30A 30 CBS QP						86	86	B	3.3	17	275	1243	710	125	780	297	433	369	281	296	276	109	142	109	82	123	33	19	154	38	
DAYS OF OUR LIVES						30	209	A	5.1	18	425	1322	874	140	966	322	461	384	368	453	287	87	135	101	111	148	26	14	43	17	
M-F 1.00P 60 NBC DD						99	99	B	5.2	19	433	1279	894	145	968	314	459	417	371	450	237	74	115	89	92	117	34	25	40	14	
								A	4.8	17	400	1315	869	142	962	318	443	367	350	465	295	87	129	98	111	160	23	LT	35	13	
								A	5.4	19	450	1313	867	134	961	321	468	394	378	444	277	86	135	103	111	136	26	14	49	22	
DIFFERENT STROKES M-F						30	127	A	3.2	16	267	1281	600	131	641	203	372	340	280	225	317	130	204	194	105	113	94	67	229	79	
1 M-F 10.00A 30 NBC CS						81	81	B	3.0	15	250	1360	678	149	734	290	457	376	270	229	279	118	166	133	79	113	122	93	225	73	
2 MTWTF 10.00A 30																															
2 WED. 10.14A 16																															
DOCTORS						30	129	A	1.6	7	133	1286	864	194	932	316	429	285	301	444	225	98	119	82	52	90	46	LT	83	LT	
M-F 12.00N 30 NBC DD						67	67	B	1.6	7	133	1069	733	127	788	223	337	299	290	383	162	54	69	59	52	81	38	LT	81	LT	
EARLY TODAY M-F						30	170	A	1.5	14	125	1248	696	248	712	144	296	440	464	272	439	104	192	328	248	111	56	LT	41	41	
M-F 6.30A 25 NBC N						92	92	B	1.4	15	117	606	337	97	343	71	134	206	212	137	217	57	103	163	117	54	LT	LT	LT	LT	
EDGE OF NIGHT						28	147	A	3.5	12	292	1243	735	209	927	414	592	417	349	277	150	72	105	78	51	45	87	65	79	28	
M-F 4.00P 30 ABC DD						76	76	B	3.7	13	308	1312	793	233	917	430	619	428	366	235	185	93	109	95	44	65	87	77	123	56	
FAMILY FELD						30	170	A	5.2	22	433	1072	616	140	708	272	374	286	282	296	242	82	128	106	86	106	41	17	81	27	
M-F 12.00N 30 ABC QP						89	88	B	5.2	22	433	1197	697	179	788	301	447	344	325	300	260	101	142	114	88	104	60	36	89	40	
FANTASY						40	170	A	3.3	12	275	1291	687	185	734	286	374	328	292	280	294	98	134	109	62	149	110	73	153	69	
M-F 3.00P 60 NBC QG						86	86	B	3.3	12	275	1305	744	190	807	304	437	367	350	294	278	106	133	100	64	135	111	63	109	52	
								A	3.1	11	258	1229	704	174	740	291	380	352	294	271	299	105	140	112	62	148	74	62	116	46	
								A	3.4	11	283	1343	683	201	732	286	368	304	286	290	301	100	139	110	63	152	133	81	177	81	
GENERAL HOSPITAL						28	203	A	9.2	32	766	1230	653	184	757	370	536	361	295	191	243	153	182	97	59	56	157	104	73	23	
M-F 3.00P 60 ABC DD						99	99	B	9.4	34	783	1311	763	200	858	400	605	428	352	213	228	131	166	91	56	57	138	103	87	34	
								A	8.9	33	741	1200	652	182	757	376	539	359	291	189	242	153	182	93	55	56	143	95	58	18	
								A	9.5	32	791	1252	653	179	755	361	531	363	300	193	243	152	183	102	64	53	169	112	85	26	
GOOD MORNING, AMERICA / 10						30	206	A	5.8	29	483	1172	712	188	725	149	375	364	396	301	294	75	145	141	146	122	87	12	66	39	
M-F 7.30A 30 ABC N						99	99	B	5.3	28	441	1123	702	168	722	152	365	376	377	305	302	71	137	144	132	141	50	15	49	29	
GOOD MORNING, AMERICA-830						30	204	A	5.8	28	483	1095	734	193	752	164	359	365	414	319	281	58	112	109	124	153	14	LT	48	10	
M-F 8.30A 30 ABC N						99	99	B	5.7	29	475	1107	745	152	769	174	374	397	409	315	284	72	126	120	110	141	10	LT	44	12	
GUIDING LIGHT						35	200	A	7.0	25	583	1310	878	163	949	232	477	430	462	427	191	55	97	63	81	94	63	37	107	64	
M-F 3.00P 60 CBS DD						99	99	B	7.3	26	608	1305	883	161	969	261	503	475	472	404	177	64	96	63	72	79	73	44	86	52	
								A	6.8	25	566	1274	886	163	951	230	469	427	456	441	187	56	95	61	78	92	46	23	90	52	
								A	7.3	25	608	1308	855	159	924	228	471	422	456	408	188	55	95	60	78	93	76	50	120	74	

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														TOTAL	18-49	18-24	25-34	35-44	45-54	TOTAL	18-34	18-49	25-54	35-44	45-54	TOTAL FEM.	TOTAL M M												
WEEKDAY DAYTIME CONT'D																																							
LOVE BOAT DAYTIME														30	182	186	A	4.8	23	400	1138	506	161	600	181	161	161	278	143	286	171	210	129	62	76	70	43	122	60
M-F 11.00A 60 ABC CS														94	94	B	4.6	23	383	1244	626	190	771	185	161	161	302	148	280	155	203	150	84	67	74	48	164	54	
11.00 - 11.30														A	4.4	21	367	1136	491	161	641	181	161	161	272	142	302	185	226	128	65	76	73	46	120	44			
11.30 - 12.00														A	5.3	24	441	1093	502	160	652	339	462	314	270	140	256	152	188	125	54	68	67	37	118	68			
NBC SPECIAL TREAT(S)														139		A	3.6	9	300	1260	547	143	593	287	161	161	200	243	257	154	154	73	LT	103	293	163	117	54	
2 TUE. 4.00P 60 NBC FV														81		A	3.5	10	292	1089	569	117	603	304	349	133	199	254	192	72	72	72	LT	120	215	120	79	LT	
4.00 - 4.30														A	3.8	9	317	1363	505	164	559	256	335	164	211	224	309	225	225	72	LT	84	352	198	143	95			
4.30 - 5.00																																							
NEWSBREAK-11.57														35	175	176	A	6.9	31	575	1132	681	89	729	181	324	290	172	372	291	87	125	93	96	153	29	22	83	19
M-F 11.57A 2 CBS N														91	91	B	6.4	29	533	1222	704	96	771	185	347	332	450	375	335	103	145	113	111	173	27	13	89	23	
NEWSBREAK-3.57														35	187	187	A	6.0	20	500	1276	852	166	916	206	475	424	463	406	173	50	84	50	68	89	80	52	107	61
M-F 3.57P 2 CBS N														97	97	B	5.9	20	491	1233	849	161	922	224	488	459	474	381	162	60	83	53	59	74	74	45	75	41	
ONE LIFE TO LIVE														30	201	201	A	7.7	29	641	1126	751	231	833	407	593	410	329	209	178	89	115	80	61	58	64	48	51	19
M-F 2.00P 60 ABC DD														99	99	B	8.0	31	666	1250	827	233	919	436	648	467	369	223	196	100	121	77	50	69	58	49	77	26	
2.00 - 2.30														A	7.8	29	650	1102	744	233	829	408	589	411	333	208	173	91	114	79	57	55	49	41	51	18			
2.30 - 3.00														A	7.7	30	641	1120	746	223	826	401	588	403	322	208	171	83	107	73	57	58	73	54	50	17			
PRICE IS RIGHT 1														35	199	200	A	7.0	34	583	1180	694	101	740	197	346	305	323	370	295	84	114	88	98	165	44	16	101	22
M-F 11.00A 30 CBS AP														99	99	B	6.5	33	541	1235	716	94	776	202	354	331	324	387	339	107	148	121	116	173	30	10	90	23	
PRICE IS RIGHT 2														35	199	200	A	8.3	38	691	1200	705	92	753	185	323	281	325	406	326	91	127	93	102	186	37	17	84	19
M-F 11.30A 30 CBS AP														99	99	B	7.7	36	641	1268	721	97	786	194	345	319	337	406	360	110	151	118	120	192	36	12	86	20	
RYAN'S HOPE														30	176	176	A	5.5	22	458	1055	669	221	794	406	559	411	298	191	172	87	100	72	65	65	45	15	44	11
M-F 12.30P 30 ABC DD														95	95	B	5.7	23	475	1159	733	205	850	412	593	432	331	209	192	89	109	98	65	70	44	29	73	16	
SEARCH FOR TOMORROW														30	171	171	A	2.6	11	217	1244	810	143	885	281	373	298	254	457	281	82	92	65	51	184	LT	LT	64	LT
M-F 12.30P 30 NBC DD														89	89	B	2.6	11	217	1208	842	126	897	245	366	331	303	459	233	60	83	76	77	140	LT	LT	61	LT	
TATTLETALES														35	106	104	A	2.6	9	217	1157	743	212	784	217	351	341	314	364	295	78	106	91	92	185	LT	LT	60	23
M-F 4.00P 30 CBS QG														60	59	B	2.5	9	208	1196	797	143	837	218	414	414	371	343	277	72	87	72	78	183	29	LT	53	LT	
TEXAS														30	177	177	A	2.5	12	208	1183	822	221	885	336	461	356	337	366	168	43	52	42	LT	116	LT	LT	111	LT
M-F 11.00A 60 NBC DD														84	84	B	2.5	12	208	1234	857	176	934	354	502	385	372	376	168	44	57	53	42	104	28	LT	104	LT	
11.00 - 11.30														A	2.6	13	217	1147	801	211	861	327	441	360	322	355	161	42	51	42	LT	110	LT	LT	106	LT			
11.30 - 12.00														A	2.4	11	200	1170	819	220	880	334	460	340	341	370	171	41	51	40	LT	120	LT	LT	105	LT			
TODAY SHOW 7.30AM														30	209	209	A	4.4	22	367	1324	724	199	762	114	272	335	409	394	458	49	136	205	237	248	28	22	76	46
M-F 7.30A 60 NBC N														99	99	B	4.1	22	342	1293	670	155	706	94	222	312	374	371	481	60	171	237	257	240	48	33	58	34	
TODAY SHOW 8.00AM														30	209	209	A	4.5	22	375	1267	753	136	781	157	277	297	309	424	435	40	126	160	192	264	LT	LT	40	13
M-F 8.00A 60 NBC N														99	99	B	4.3	22	358	1224	742	121	772	148	285	304	329	410	399	33	123	154	185	237	22	18	31	LT	
\$25,000 PYRAMID														35	148	149	A	3.4	17	283	1166	668	173	742	247	402	400	322	276	297	163	212	144	84	75	39	18	88	LT
M-F 10.00A 60 CBS QP														82	82	B	3.2	16	267	1225	737	141	808	255	416	405	338	322	304	136	179	130	95	115	30	LT	83	19	
WHEEL OF FORTUNE														30	156	157	A	4.7	23	392	1268	632	117	749	199	369	355	349	318	332	103	161	145	129	151	54	31	133	34
M-F 10.10A 60 NBC QG														89	89	B	4.6	23	383	1309	722	130	802	216	414	388	385	315	305	111	157	130	102	138	76	53	126	36	
YOUNG AND THE RESTLESS														35	202	202	A	7.3	30	608	1237	870	124	928	267	463	401	385	429	192	72	102	81	77	87	23	9	94	19
M-F 12.30P 60 CBS DD														99	99	B	7.2	30	600	1229	868	152	938	247	458	420	419	425	205	88	118	87	78	81	19	10	67	14	
12.30 - 1.00														A	7.2	30	600	1222	873	126	929	270	462	398	374	432	188	68	100	81	75	86	20	8	85	19			
1.00 - 1.30														A	7.3	29	608	1255	875	117	932	261	462	406	400	432	199	77	106	80	80	91	22	8	102	20			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1982 REPORT

PROGRAM NAME										NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %					TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
																		WOMEN					MEN									
																		18-49					18-49									
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1982 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	TOTAL PERSONS (2+)	LADY WORK OF ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (7-11)									
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.							
WEEKEND DAYTIME CONT'D																																		
SHIRT TALES						8	200	201	A	4.2	23	350	1694	339	188	359	191	25	122	137	100	229	163	171	97	25	58	226	106	880	480			
SAT.						8.30A	30	NBC	CA	96	97	B	4.5	25	375	1591	237	93	261	167	19	94	71	56	167	97	113	73	38	41	282	85	881	52
SMURFS I						8	208	211	A	6.3	30	525	1731	286	137	325	178	227	103	111	98	251	184	196	90	45	55	129	63	1026	616			
SAT.						9.00A	30	NBC	CA	99	99	B	6.5	30	541	1707	245	111	278	186	220	106	68	51	164	90	123	85	57	31	238	91	1027	578
SMURFS II						8	208	211	A	7.0	29	583	1806	321	144	350	193	256	144	125	94	278	216	231	96	40	47	180	91	998	614			
SAT.						9.30A	30	NBC	CA	99	99	B	7.4	32	616	1699	261	115	287	180	227	114	85	53	162	102	126	87	48	26	240	96	1010	553
SMURFS III						8	208	211	A	8.4	33	700	1830	321	109	350	196	260	152	130	75	253	176	202	96	66	51	234	143	993	633			
SAT.						10.00A	30	NBC	CA	99	99	B	8.2	33	683	1770	238	97	269	165	214	106	81	51	173	106	140	103	60	26	305	135	1023	596
SPEED BUGGY						8	171	170	A	2.5	18	208	1380	194	LT	194	68	194	194	126	LT	139	72	72	139	67	LT	407	167	640	466			
SAT.						8.00A	30	CBS	CA	81	81	B	2.3	18	192	1461	165	72	166	34	142	150	127	17	187	89	150	177	98	LT	254	57	854	559
SPORTSBEAT						3		114	A	3.7	8	308	1146	494	283	572	238	257	253	178	282	436	117	214	273	319	163	38	38	100	75			
2 SUN.						5.30P	30	ABC	SC	70		B	3.8	9	317	1386	542	254	591	153	316	311	285	254	610	152	319	307	388	241	79	35	106	60
SPORTSWORLD-SAT						4	178	177	A	3.5	10	292	1678	548	250	706	335	510	401	267	158	730	296	520	448	328	144	98	58	144	75			
SAT.						4.00P	90	NBC	SA	90	90	B	5.4	15	450	1739	537	213	614	256	372	339	222	186	798	323	527	447	367	209	145	56	182	144
4.00 - 4.30									A	2.8	9	233	1635	635	262	751	304	558	468	348	164	631	343	464	335	190	132	98	56	155	44			
4.30 - 5.00									A	3.6	10	300	1633	406	193	656	317	480	371	232	153	830	349	601	534	365	146	50	17	97	LT			
5.00 - 5.30									A	4.2	11	350	1706	614	289	706	367	491	377	237	155	694	215	483	441	382	140	139	91	167	143			
SUNDAY MORNING						6	163	165	A	5.2	22	433	1580	588	138	630	159	276	305	307	284	649	223	385	485	352	164	28	LT	273	164			
5JUN.						9.00A	90	CBS	N	94	94	B	4.7	22	392	1359	546	153	576	143	226	244	251	295	622	208	371	433	311	187	20	LT	141	81
9.00 - 9.30									A	4.8	22	400	1495	582	167	630	105	213	252	310	331	645	168	399	488	394	157	25	LT	195	70			
9.30 - 10.00									A	5.6	24	466	1622	592	132	627	147	269	326	326	279	680	221	367	498	376	182	27	LT	288	176			
10.00 - 10.30									A	5.4	22	450	1569	562	110	615	215	336	320	278	240	602	264	386	457	285	145	32	13	320	229			
SUPERFRIENDS						7	175	175	A	3.3	23	275	2207	214	149	232	84	130	128	137	86	194	40	102	95	154	72	181	58	1600	993			
SAT.						8.00A	30	ABC	CA	93	93	B	3.1	24	258	1810	171	106	196	89	116	102	103	65	111	29	71	68	82	35	215	49	1288	818
THIS WEEK-DAVID BRINKLEY						6	190	191	A	3.9	15	325	1588	554	163	643	105	167	181	237	446	685	216	380	328	312	288	51	LT	209	150			
SUN.						11.30A	60	ABC	N	99	99	B	3.9	15	325	1433	571	178	621	113	215	238	283	341	666	205	344	312	298	292	40	LT	106	70
11.30 - 12.00									A	3.8	15	317	1565	526	87	573	56	94	103	196	454	750	237	442	354	353	308	39	LT	203	145			
12.00 - 12.30									A	3.9	15	325	1615	587	236	713	147	230	255	277	446	620	195	323	310	341	265	63	LT	219	161			
USA-WORLD-AMATUR BOXING						3		189	A	5.4	16	450	1447	284	114	382	83	227	200	250	120	823	376	498	367	342	285	60	51	182	111			
2 SAT.						3.45P	75	ABC	SE	95		B	5.1	15	425	1432	319	86	371	96	219	210	213	113	798	345	490	385	318	281	102	68	161	121
4.00 - 4.30									A	5.4	16	450	1504	281	107	397	72	230	213	251	134	835	406	533	379	312	275	47	47	225	109			
4.30 - 5.00									A	5.6	15	466	1352	270	112	353	82	217	177	271	94	816	363	462	350	371	299	63	63	120	89			

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	16,660 20.0				22,570 27.1											
	ABC TV	THAT'S INCREDIBLE (OP)				ABC MONDAY NIGHT MOVIE MOONRAKER(R) (9:00-11:34PM) (-OP)											
	AVERAGE AUDIENCE (Households (000) & %)	12,990	15.6	15.2*		16.0*	15.3	14.5*		15.3*		16.4*	15.8*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	23 14.8	23 15.6	23 16.2	23 15.8	23 16.0	25 14.6	21 14.3		22 15.0		26 16.6	26 16.3				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	18,910 22.7	20,490 24.8				24,570 29.5	21,910 26.3				16,580 19.9					
	CBS TV	CHARLIE BROWN PUMPKIN (R)(OP)				HERE COMES GARFIELD (R)(OP)				M*A*S*H NEWHART				CAGNEY & LACEY			
	AVERAGE AUDIENCE (Households (000) & %)	16,830	20.2	23.0	19,160	22,240	26.7	23.7	19,740	23.7	24.1	12,500	15.0	15.9*		14.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	31 19.6	31 20.8	33 22.2	33 23.7	38 25.9	38 27.4	34 24.1	34 23.3	34 16.9	34 14.9	24 14.4	24 13.8	25 14.9	25 14.4	23 13.8	23 13.8
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	17,990 21.6	25,240 30.3														
	NBC TV	LITTLE HOUSE NW BEGINNING (OP)				NBC MONDAY NIGHT MOVIES LITTLE GLORIA: HAPPY AT LAST, PART 2 (SUS-OP)											
	AVERAGE AUDIENCE (Households (000) & %)	14,410	17.3	16.4*		18.2*	23.4	20.7*		23.0*		24.8*	25.1*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	26 15.9	25 16.9	25 17.7	26 18.6	35 20.3	29 21.2	22 22.6		33 23.4		39 24.6	41 24.9				
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	19,660 23.6	23,990 28.8														
	ABC TV	THAT'S INCREDIBLE (OP)(S)(OP)				ABC MONDAY NIGHT MOVIE BRUBAKER (9:00-10:44PM)(10:49-11:46PM) (S)(OP)(-OP)											
	AVERAGE AUDIENCE (Households (000) & %)	14,910	17.9	17.4*		18.5*	17.0	15.0*		16.7*		17.9*	18.2*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	27 16.9	27 17.9	27 19.4	28 17.5	28 15.5	29 14.6	22 16.5		25 16.9		30 17.6	32 18.1				
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	16,830 20.2	16,240 19.5				22,820 27.4	20,910 25.1				15,660 18.8					
	CBS TV	SQUARE PEGS				PRIVATE BENJAMIN (OP)				M*A*S*H NEWHART				CAGNEY & LACEY (10:00-10:54PM) (S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	14,240	17.1	16.5	13,740	20,240	24.3	22.8	18,990	22.8	23.0	12,740	15.3	15.6*		14.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	26 16.7	26 17.4	25 15.2	25 17.9	36 23.5	36 25.1	34 22.7	34 23.0	34 16.3	34 15.0	26 14.7	26 15.0	26 14.7	26 15.0	26 15.0	26 15.0
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	17,660 21.2	20,490 24.6														
	NBC TV	LITTLE HOUSE NW BEGINNING (OP)				BORN BEAUTIFUL (SUS-OP)											
	AVERAGE AUDIENCE (Households (000) & %)	13,740	16.5	15.6*		17.4*	16.2	14.7*		16.4*		17.4*	16.5*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	25 15.2	24 16.1	24 17.5	26 17.4	26 14.0	26 15.4	22 16.4		24 16.3		29 17.5	29 17.3				
TV HOUSEHOLDS USING TV WK (See Def. 1)		59.5	62.0	63.9	65.4	65.2	67.0	68.7	70.0	69.9	70.6	69.7	69.4	65.5	63.2	62.1	59.6
		63.2	64.6	64.5	64.4	64.3	65.9	66.8	67.3	67.8	68.6	67.5	66.6	61.6	59.5	57.8	55.4

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		20,580 24.7		19,410 23.3		21,070 25.3		19,080 22.9		19,990 24.0			
		HAPPY DAYS		LAVINNE & SHIRLEY		THREE'S COMPANY		9 TO 5 (OP)		HART TO HART			
AVERAGE AUDIENCE (Households (000) & %)		17,910 21.5		18,080 21.7		18,400 22.8		17,410 20.9		16,240 19.5		19.4*	
SHARE OF AUDIENCE		33		32		34		31		32		31*	
AVG. AUD. BY ¼ HR.		20.4		23.0		21.7		21.7		22.0		23.5	
TOTAL AUDIENCE (Households (000) & %)		16,240 19.5		20,990 25.2									
		BRING 'EM BACK ALIVE (OP)		CBS TUESDAY NIGHT MOVIES NOT IN FRONT OF THE CHILDREN									
AVERAGE AUDIENCE (Households (000) & %)		11,750 14.1		14,830 18.1*		16.6*		18.1*		18.3*		18.1*	
SHARE OF AUDIENCE		21		21*		25*		27*		29*		31*	
AVG. AUD. BY ¼ HR.		13.9		13.1		14.5		15.2		18.5		16.6	
TOTAL AUDIENCE (Households (000) & %)		13,240 15.9		14,430 18.4						14,990 18.0			
		FATHER MURPHY (OP)		GAVILAN (OP)						ST. ELSEWHERE			
AVERAGE AUDIENCE (Households (000) & %)		10,500 12.6		11,410 13.7		13.1*		14.3*		14.0*		14.4*	
SHARE OF AUDIENCE		19		19*		20*		21*		23		23*	
AVG. AUD. BY ¼ HR.		11.8		12.3		12.9		13.2		12.9		13.3	
TOTAL AUDIENCE (Households (000) & %)		6,080 7.3		6,000 7.2		10,660 12.8		9,330 11.2		11,250 13.5		11,500 13.8	
ABC TV		'82 VOTE- 7:00 PM (7:00-7:23PM) (SUS 7:23-7:30PM)		'82 VOTE- 7:30 PM (7:30-7:53PM) (SUS 7:53-8:00PM)		'82 VOTE- 8:00 PM (8:00-8:23PM) (SUS 8:23-8:30PM)		'82 VOTE- 8:30 PM (8:30-8:53PM) (SUS 8:53-9:00PM)		'82 VOTE- 9:00 PM (9:00-9:23PM) (SUS 9:23-9:30PM)		'82 VOTE- 9:30 PM (9:30-9:53PM) (SUS 9:53-10:00PM)	
AVERAGE AUDIENCE (Households (000) & %)		5,250 6.3		5,500 6.6		8,660 10.4		8,500 10.2		9,830 11.8		10,080 12.1	
SHARE OF AUDIENCE		11		11		16		16		18		19	
AVG. AUD. BY ¼ HR.		6.3		6.3		6.7		6.6		10.8		9.5	
TOTAL AUDIENCE (Households (000) & %)		4,500 5.4		11,500 13.8		9,500 11.4		10,580 12.7		10,500 12.6		10,330 12.4	
CBS TV		CAMPAIGN '82: ELECT-7:00P (7:00-7:23PM) (SUS)		CAMPAIGN '82: ELECT-7:30P (7:30-7:53PM) (SUS)		CAMPAIGN '82: ELECT 8:00P (8:00-8:23PM) (SUS)		CAMPAIGN '82: ELECT 8:30P (8:30-8:53PM) (SUS)		CAMPAIGN '82: ELECT-9:00P (9:00-9:23PM) (SUS)		CAMPAIGN '82: ELECT 9:30P (9:30-9:53PM) (SUS)	
AVERAGE AUDIENCE (Households (000) & %)		4,080 4.9		9,500 11.4		8,580 10.3		9,080 10.9		9,160 11.0		9,080 10.9	
SHARE OF AUDIENCE		8		18		16		17		17		18	
AVG. AUD. BY ¼ HR.		4.9		5.0		11.6		10.9		10.1		10.8	
TOTAL AUDIENCE (Households (000) & %)		3,830 4.6		4,660 5.6		8,580 10.3		8,410 10.1		8,330 10.0		7,910 9.5	
NBC TV		DECISION '82- ELECT-7:00P (7:00-7:23PM) (SUS 7:23-7:30PM)		DECISION '82- ELECT-7:30P (7:30-7:53PM) (SUS 7:53-8:00PM)		DECISION '82- ELECT-8:00P (8:00-8:23PM) (SUS 8:23-8:30PM)		DECISION '82- ELECT-8:30P (8:30-8:53PM) (SUS 8:53-9:00PM)		DECISION '82- ELECT-9:00P (9:00-9:23PM) (SUS 9:23-9:30PM)		DECISION '82- ELECT-9:30P (9:30-9:53PM) (SUS 9:53-10:00PM)	
AVERAGE AUDIENCE (Households (000) & %)		3,250 3.9		4,170 5.0		7,410 8.9		7,410 8.9		7,410 8.9		7,080 8.5	
SHARE OF AUDIENCE		7		8		14		14		14		13	
AVG. AUD. BY ¼ HR.		3.9		3.8		5.1		4.7		9.0		8.7	
TV HOUSEHOLDS USING TV		WK 1	60.3	61.4	61.0	61.9	63.5	65.0	66.1	67.7	67.1	67.8	68.2
(See Def. 1)		WK 2	63.1	65.1	65.6	66.4	66.7	65.9	65.2	65.7	66.3	66.8	64.6

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.TUE. NOV.2, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		17,810 20.0					22,990 27.6					25,240 30.3			
	ABC TV					GOLD MONKEY				FALL GUY (OP)				DYNASTY			
	AVERAGE AUDIENCE (Households (000) & %)	{		11,410 13.1					17,910 21.5					21,320 25.6			25.4*
	SHARE OF AUDIENCE %	{		26*	15.5*		16.8*		34	19.9*		23.2*		43	25.7*		44*
W E E K 2	AVG. AUD. BY 1/4 HR. %	{		16.5	16.8		19.0		20.8	22.5		23.8		25.7	25.7		25.7
	TOTAL AUDIENCE (Households (000) & %)	{		11,860 14.1					11,750 14.1			11,250 13.5		10,160 12.2			
	CBS TV					SEVEN BRIDES/SEVEN BROS. (OP)		ALICE		FILTHY RICH				TUCKER'S WITCH			
	AVERAGE AUDIENCE (Households (000) & %)	{		12,000 13.4	13.5*		15.3*		9,580 11.5			9,910 11.9		7,910 9.5	9.3*		9.8*
W E E K 3	SHARE OF AUDIENCE %	{		23*	24*		24*		18	19		12.6		16	15*		17*
	AVG. AUD. BY 1/4 HR. %	{		13.9	15.3		15.3		11.1	12.0		11.2		9.0	9.5		9.7
	TOTAL AUDIENCE (Households (000) & %)	{		17,740 21.3					13,830 16.6			12,580 15.1		13,410 16.1			
	NBC TV					REAL PEOPLE (OP)		FACTS OF LIFE(B)		FAMILY TIES (SUB-OP)				QUINCY, M.E.			
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)	{		13,830 16.6	15.7*		17.6*		12,000 14.4			11,080 13.3		10,660 12.8	13.0*		12.5*
	SHARE OF AUDIENCE %	{		27	26*		28*		23	21		13.5		22	21*		22*
	AVG. AUD. BY 1/4 HR. %	{		14.9	16.6		17.2		14.1	14.6		13.0		13.0	13.0		12.5
	TOTAL AUDIENCE (Households (000) & %)	{		17,330 20.8					22,570 27.1					22,410 26.9			
W E E K 5	ABC TV					GOLD MONKEY				FALL GUY (OP)				DYNASTY			
	AVERAGE AUDIENCE (Households (000) & %)	{		13,080 15.7	15.2*		16.2*		17,660 21.2	20.0*		22.5*		19,330 23.2	23.1*		23.4*
	SHARE OF AUDIENCE %	{		24	24*		25*		32	30*		34*		40	39*		42*
	AVG. AUD. BY 1/4 HR. %	{		15.0	15.4		15.8		19.3	20.6		22.1		22.7	23.4		23.4
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{		16,080 19.3					16,910 13.1			11,830 14.2		10,750 12.9			
	CBS TV					SEVEN BRIDES/SEVEN BROS. (OP)		ALICE		FILTHY RICH				TUCKER'S WITCH			
	AVERAGE AUDIENCE (Households (000) & %)	{		12,500 15.0	14.8*		15.3*		9,410 11.3			10,330 12.4		8,500 10.2	10.4*		10.0*
	SHARE OF AUDIENCE %	{		23	23*		23*		17	17		19		18	18*		18*
W E E K 7	AVG. AUD. BY 1/4 HR. %	{		14.6	14.9		15.4		11.8	10.8		12.3		10.7	10.2		10.1
	TOTAL AUDIENCE (Households (000) & %)	{		18,740 22.5					18,160 21.8			15,580 18.7		15,910 19.1			
	NBC TV					REAL PEOPLE (OP)		FACTS OF LIFE		FAMILY TIES (SUB-OP)				QUINCY, M.E.			
	AVERAGE AUDIENCE (Households (000) & %)	{		15,180 18.2	17.4*		18.9*		16,410 19.7			13,910 18.7		12,740 15.3	15.2*		15.5*
W E E K 8	SHARE OF AUDIENCE %	{		28	27*		29*		29	29		26		27	26*		28*
	AVG. AUD. BY 1/4 HR. %	{		16.8	18.1		18.7		19.2	19.0		20.5		15.2	15.2		15.4
	TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	56.6	58.2	58.0	58.9	59.1	60.5	62.1	63.0	63.4	64.1	64.1	63.5	61.2	60.4	59.0
		WK. 2	61.1	62.5	61.9	62.4	63.3	64.7	65.5	66.7	66.5	67.3	65.9	64.7	60.3	58.2	56.5

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. OCT. 28, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	

TV HOUSEHOLDS USING TV	WK 1	55.7	55.6	56.0	57.8	57.7	59.2	60.5	61.7	62.8	64.0	64.5	64.3	60.9	60.7	60.3	57.7
(See Def. 1)	WK 2	56.5	63.7	63.1	63.8	64.5	66.4	67.8	68.6	67.8	67.1	64.7	64.1	61.9	61.0	59.2	56.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE. THU. NOV. 4, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{		14,580 17.5		14,080 16.9		10,410 13.1		10,000 12.0							
ABC TV				BENSON		NEW ODD COUPLE		GREATEST AMERICAN HERO (OP)		QUEST							
AVERAGE AUDIENCE (Households (000) & %)		{		12,580 15.1		12,660 15.2		7,910 9.5		7,250 8.7							
SHARE OF AUDIENCE %		{		27		26		16		16		15 *		15 *		16 *	
AVG. AUD. BY ¼ HR. %		{		14.6		15.7		9.3		8.9		9.9		10.1		8.6	
TOTAL AUDIENCE (Households (000) & %)		{		19,240 23.1				27,320 32.8		25,910 31.1							
CBS TV				DUKES OF HAZZARD				DALLAS		KNOTS LANDING(B)							
AVERAGE AUDIENCE (Households (000) & %)		{		14,580 17.5		15.9*		23,570 28.3		21,320 25.6							
SHARE OF AUDIENCE %		{		31		28 *		47		49 *		47 *		47 *		46 *	
AVG. AUD. BY ¼ HR. %		{		15.4		16.4		26.5		27.9		28.9		29.7		26.7	
TOTAL AUDIENCE (Households (000) & %)		{		12,080 14.5				12,080 14.5		11,830 14.2							
NBC TV				POWERS OF MATTHEW STAR (OP)				KNIGHT RIDER (SUS-OP)		REMINGTON STEELE							
AVERAGE AUDIENCE (Households (000) & %)		{		8,580 10.3		10.1*		9,410 11.3		8,830 10.6							
SHARE OF AUDIENCE %		{		18		18 *		19		19 *		19 *		19 *		20 *	
AVG. AUD. BY ¼ HR. %		{		10.0		10.1		10.8		11.4		11.3		11.5		10.5	

TOTAL AUDIENCE (Households (000) & %)		{		14,910 17.9		13,490 16.2		10,660 12.8		10,750 12.9							
ABC TV				BENSON		NEW ODD COUPLE		GREATEST AMERICAN HERO (OP)		QUEST							
AVERAGE AUDIENCE (Households (000) & %)		{		12,990 15.6		11,830 14.2		7,830 9.4		7,660 9.2							
SHARE OF AUDIENCE %		{		26		23		15		15 *		15 *		17 *		17 *	
AVG. AUD. BY ¼ HR. %		{		15.0		16.3		9.5		9.0		9.2		9.8		9.4	
TOTAL AUDIENCE (Households (000) & %)		{		18,740 22.5				24,070 28.9		19,660 23.6							
CBS TV				DUKES OF HAZZARD (OP)				DALLAS		FALCON CREST							
AVERAGE AUDIENCE (Households (000) & %)		{		14,080 16.9		15.7*		20,330 24.4		15,910 19.1							
SHARE OF AUDIENCE %		{		28		26 *		40		40 *		40 *		36		36 *	
AVG. AUD. BY ¼ HR. %		{		15.3		16.1		23.2		24.8		24.9		24.8		19.9	
TOTAL AUDIENCE (Households (000) & %)		{		14,160 17.0				14,740 17.7		13,740 16.5							
NBC TV				POWERS OF MATTHEW STAR (OP)				KNIGHT RIDER (SUS-OP)		REMINGTON STEELE							
AVERAGE AUDIENCE (Households (000) & %)		{		10,750 12.9		12.1*		12,580 15.1		10,500 12.6							
SHARE OF AUDIENCE %		{		21		20 *		25		25 *		25 *		24		24 *	
AVG. AUD. BY ¼ HR. %		{		11.8		12.3		14.5		14.9		15.5		15.4		13.3	

TV HOUSEHOLDS USING TV WK. 1		51.7	53.5	53.8	54.9	55.1	56.6	57.5	58.5	59.3	59.7	60.1	60.4	56.6	55.8	54.3	52.8
(See Def. 1) WK. 2		57.3	59.5	59.0	59.3	59.3	59.9	60.6	61.6	61.3	61.5	62.2	61.4	56.0	53.9	51.8	50.0

U.S. TV Households. 83,300,000

For explanation of symbols, See page A

U.S. TV Households: 83,100,000

EVE.SAT. NOV.6. 1982

A-15

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. OCT. 31, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %) { 12,250 14.7 15,330 18.4 21,490 25.8																
	RIPLEY'S BELIEVE IT NOT MATT HOUSTON (OP) ABC SUNDAY NIGHT MOVIE THE WILD WOMEN OF CHASTITY GULCH (OP)																
	AVERAGE AUDIENCE (Households (000) & %) { 9,660 11.6 11.1* 12.1* 14.7 14.2* 15.2* 14,160 17.0 17.0* 17.1* 17.1* 16.9* 16.9*																
	SHARE OF AUDIENCE % 20 19* 20* 23 23* 24* 29 26* 28* 30* 32* 32*																
AVG. AUD. BY ¼ HR. % 10.5 11.6 11.9 12.3 14.1 14.4 15.3 16.8 17.2 17.3 16.9 17.0 16.9 17.0																	
WEEK 2	TOTAL AUDIENCE (Households (000) & %) { 26,490 31.8 20,240 24.3 19,160 23.0 18,910 22.7 17,660 21.2 16,660 20.0																
	60 MINUTES ARCHIE BUNKER'S PLACE GLORIA (OP) JEFFERSONS ONE DAY AT A TIME TRAPPER JOHN, M.D. (10:00-10:55PM) (5)(OP)(-OP)																
	AVERAGE AUDIENCE (Households (000) & %) { 22,070 26.5 25.8* 27.2* 21.2 21.0 20.9 17,410 20.9 19.0 16.8 16.7* 16.8*																
	SHARE OF AUDIENCE % 45 45* 45* 34 33 33 30 29* 29*																
AVG. AUD. BY ¼ HR. % 24.6 26.9 27.5 26.9 21.0 21.5 20.6 21.4 20.4 21.4 19.5 18.5 16.3 17.1 17.1 16.4																	
WEEK 1	TOTAL AUDIENCE (Households (000) & %) { 8,500 10.2 15,490 18.6 19,580 23.5																
	VOYAGERS CHIPS (OP) NBC SUNDAY NIGHT MOVIE HALLOWEEN(R) (9:00-10:55PM) (5)(S-OP)																
	AVERAGE AUDIENCE (Households (000) & %) { 6,330 7.6 7.1* 8.1* 12,410 14.9 14.3* 15.4* 12,990 15.6 15.2* 15.9* 16.0* 15.1*																
	SHARE OF AUDIENCE % 13 12* 13* 24 23* 24* 26 24* 26* 28* 28*																
AVG. AUD. BY ¼ HR. % 6.0 7.2 7.4 11.2 11.1 11.5 11.1 11.1 11.2 11.1 11.5 11.2 11.5 11.4																	
WEEK 2	TOTAL AUDIENCE (Households (000) & %) { 14,660 17.6 17,080 20.5 24,070 28.9																
	RIPLEY'S BELIEVE IT-NOT MATT HOUSTON (OP) ABC SUNDAY NIGHT MOVIE KRAMER VS. KRAMER (9:00-11:15PM) (OP)																
	AVERAGE AUDIENCE (Households (000) & %) { 11,080 13.3 12.3* 14.3* 13,740 16.5 15.9* 17.1* 16,830 20.2 19.9* 20.1* 20.4* 20.6*																
	SHARE OF AUDIENCE % 21 20* 22* 25 24* 25* 32 28* 29* 32* 35*																
AVG. AUD. BY ¼ HR. % 11.6 12.9 13.9 14.8 15.8 16.0 16.6 17.6 19.7 20.2 20.1 20.0 20.6 20.1 20.3 20.9																	
WEEK 1	TOTAL AUDIENCE (Households (000) & %) { 27,570 33.1 19,080 22.9 18,080 21.7 15,660 18.8 15,580 18.7 15,580 18.7																
	60 MINUTES ARCHIE BUNKER'S PLACE GLORIA (OP) JEFFERSONS ONE DAY AT A TIME TRAPPER JOHN, M.D.																
	AVERAGE AUDIENCE (Households (000) & %) { 22,910 27.5 26.9* 28.1* 17,080 20.5 19.9 16,580 17.1 16.9 14,240 17.1 16.9 12,580 15.1 15.4* 14.8*																
	SHARE OF AUDIENCE % 43 44* 43* 31 29 24 24 24 25 24* 25*																
AVG. AUD. BY ¼ HR. % 25.8 28.0 28.1 28.1 20.5 20.5 20.0 19.8 16.7 17.5 16.6 17.2 15.2 15.6 15.1 14.6																	
WEEK 2	TOTAL AUDIENCE (Households (000) & %) { 10,660 12.8 17,080 20.5 25,160 30.2 21,990 26.4																
	VOYAGERS CHIPS (OP) TV CENSORED BLOOPERS #4 (5)(S-OP) TV GREATEST COMMERCIALS																
	AVERAGE AUDIENCE (Households (000) & %) { 7,750 9.3 9.0* 9.6* 13,660 16.4 15.3* 17.5* 21,070 25.3 24.9* 25.8* 17,410 20.9 22.4* 19.4*																
	SHARE OF AUDIENCE % 15 15* 15* 25 23* 26* 36 35* 37* 34 35*																
AVG. AUD. BY ¼ HR. % 9.0 9.1 9.2 10.0 14.8 15.9 16.8 18.2 24.4 25.3 25.9 25.6 23.2 21.6 20.0 18.8																	
TV HOUSEHOLDS USING TV WK 1 WK 2																	
(See Def. 1)																	
56.7 58.7 59.5 60.6 61.9 63.3 63.9 64.2 63.9 64.4 62.3 60.9 57.7 57.4 54.9 52.1																	
60.4 63.0 64.4 65.6 65.1 66.6 67.1 68.3 70.2 70.5 69.7 69.0 64.6 62.2 59.8 57.6																	

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE. SUN. NOV. 7, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
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TOTAL AUDIENCE { 3,250
(Households (000) & %) { 3.9

ABC TVWEEKEND
REPORT-
SUN

AVERAGE AUDIENCE { 3,250
(Households (000) & %) { 3.9
SHARE OF AUDIENCE % 10
AVG. AUD. BY ¼ HR. % 3.9

W

E

E

K

1

TOTAL AUDIENCE { 4,410
(Households (000) & %) { 5.3

CBS TVCBS
SUNDAY
NEWS-
OSGOOD

AVERAGE AUDIENCE { 4,330
(Households (000) & %) { 5.2
SHARE OF AUDIENCE % 12
AVG. AUD. BY ¼ HR. % 5.2

TOTAL AUDIENCE { 1,670
(Households (000) & %) { 2.0

NBC TV

NBC LATE NIGHT MOVIE
MONSTER DISASTERS
(11:30-12:04AM)
(SUSTAINING 12:04-1:30AM)

AVERAGE AUDIENCE { 1,330
(Households (000) & %) { 1.6
SHARE OF AUDIENCE % 6
AVG. AUD. BY ¼ HR. % 1.9 1.4 1.1

TOTAL AUDIENCE { 4,250
(Households (000) & %) { 5.1

ABC TV

(1)

ABC
WEEKEND
REPORT
MON

AVERAGE AUDIENCE { 4,080
(Households (000) & %) { 4.9
SHARE OF AUDIENCE % 13
AVG. AUD. BY ¼ HR. % 19.9 4.9

W

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2

TOTAL AUDIENCE { 4,660
(Households (000) & %) { 5.6

CBS TVCBS
SUNDAY
NEWS-
OSGOOD

AVERAGE AUDIENCE { 4,580
(Households (000) & %) { 5.5
SHARE OF AUDIENCE % 11
AVG. AUD. BY ¼ HR. % 5.5

TOTAL AUDIENCE { 2,000
(Households (000) & %) { 2.4

NBC TV

NBC LATE NIGHT MOVIE
A DAY FOR LOVE
(11:30-12:13AM)
(SUSTAINING 12:13-1:30AM)

AVERAGE AUDIENCE { 1,420
(Households (000) & %) { 1.7 1.7*
SHARE OF AUDIENCE % 6 6*
AVG. AUD. BY ¼ HR. % 1.9 1.5 1.5

TV HOUSEHOLDS USING TV	WK 1	43.2	36.8	29.1	24.7	20.8	18.6	16.0	14.0	12.3	10.9	8.9	7.4	6.4	5.6	4.6	4.0
(See Def. 1)	WK 2	49.7	39.6	33.2	27.4	23.4	21.5	18.5	15.9	13.9	12.4	10.8	9.5	8.2	7.5	6.8	5.7

U.S. TV Households 83,300,000

(1) ABC SUNDAY NIGHT, M. I. F., KRAMER VS KRAMER, ABC, (9:00-11:15PM)

For explanation of symbols, See page A

EVE. SUN. NOV. 7, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 5,580 6.7 5,910 7.1 GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)														
	AVERAGE AUDIENCE (Households (000) & %) { 4,330 5.2 4,830 5.8															
	SHARE OF AUDIENCE % 29 29															
	AVG. AUD. BY 1/4 HR. % 5.1 5.3 5.9 5.7															
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 2,920 3.5 3,170 3.8 3,250 3.9 CBS MORNING NEWS 1 CBS MORNING NEWS 2 \$25,000 PYRAMID CHILD'S PLAY														
	AVERAGE AUDIENCE (Households (000) & %) { 2,420 2.9 2,750 3.3 2,580 3.1 2,830 3.4															
	SHARE OF AUDIENCE % 16 16 15 17															
	AVG. AUD. BY 1/4 HR. % 2.8 2.9 3.4 3.4 3.0 3.2 3.4 3.5															
W E E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 4,080 4.9 4,750 5.7 3,170 3.8 4,660 5.6 TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) DIFF'RENT STROKES M-F WHEEL OF FORTUNE														
	AVERAGE AUDIENCE (Households (000) & %) { 3,420 4.1 3,830 4.6 2,500 3.0 3,920 4.7															
	SHARE OF AUDIENCE % 23 23 15 23															
	AVG. AUD. BY 1/4 HR. % 4.1 4.2 4.6 4.7 2.7 3.4 4.7 4.8															
W E E K 4	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 6,500 7.8 5,830 7.0 GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)														
	AVERAGE AUDIENCE (Households (000) & %) { 5,250 6.3 4,830 5.8															
	SHARE OF AUDIENCE % 29 27															
	AVG. AUD. BY 1/4 HR. % 6.5 6.1 5.9 5.7															
W E E K 5	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 3,330 4.0 3,500 4.2 3,670 4.4 3,580 4.3 CBS MORNING NEWS 1 CBS MORNING NEWS 2 \$25,000 PYRAMID CHILD'S PLAY														
	AVERAGE AUDIENCE (Households (000) & %) { 2,670 3.2 2,670 3.2 3,000 3.6 3,170 3.8															
	SHARE OF AUDIENCE % 15 15 17 18															
	AVG. AUD. BY 1/4 HR. % 3.2 3.2 3.2 3.2 3.4 3.8 3.6 3.9															
W E E K 6	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 4,830 5.8 4,000 5.4 3,330 4.0 4,830 5.8 TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) DIFF'RENT STROKES M-F WHEEL OF FORTUNE														
	AVERAGE AUDIENCE (Households (000) & %) { 3,920 4.7 3,670 4.4 2,920 3.5 3,920 4.7															
	SHARE OF AUDIENCE % 22 21 17 22															
	AVG. AUD. BY 1/4 HR. % 4.7 4.7 4.3 4.5 3.2 3.6 4.7 4															
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
US TV Households (000)		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

For explanation of symbols, See page A

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 5,410 6.5		5,250 6.3		5,410 6.5		10,250 12.3		8,330 10.0									
			LOVE BOAT DAYTIME		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE									
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,670 4.4		4,330 5.2		4,580 5.5		7,830 9.4		6,410 7.7									
W E E K 2	SHARE OF AUDIENCE %		21		23 *		23		34		30 *		10.1 *		36 *		29 *		30 *	
	AVG. AUD. BY ¼ HR. %		3.7		5.1		5.4		8.2		7.8		10.2		10.1		7.6		7.6	
	TOTAL AUDIENCE (Households (000) & %)		{ 6,500 7.8		7,910 9.5		8,000 9.6		7,250 8.7		5,080 6.1									
			PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL											
W E E K 1	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,580 6.7		6,830 8.2		5,910 7.1		5,750 6.9		4,500 5.4									
	SHARE OF AUDIENCE %		34		38		29		25		21		28 *		24 *		27 *		21	
	AVG. AUD. BY ¼ HR. %		6.3		7.1		7.0		6.7		5.6		7.1		6.7		7.1		5.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 3,000 3.6		1,580 1.9		2,500 3.0		5,250 6.3		5,160 6.2									
			TEXAS		DOCTORS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD									
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)		{ 2,080 2.5		1,250 1.5		2,080 2.5		4,170 5.0		3,830 4.6									
W E E K 2	SHARE OF AUDIENCE %		12		11 *		10		18		18		4.7 *		5.2 *		4.6 *		4.7 *	
	AVG. AUD. BY ¼ HR. %		2.6		2.4		2.2		4.5		4.6		4.9		5.2		4.5		4.6	
	TOTAL AUDIENCE (Households (000) & %)		{ 6,000 7.3		7,000 8.4		6,160 7.4		6,000 7.2		4,910 5.9									
			LOVE BOAT DAYTIME		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE									
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)		{ 4,250 5.1		4,330 5.2		4,580 5.5		7,330 8.8		6,500 7.8									
	SHARE OF AUDIENCE %		23		25 *		22		31		29		8.4 *		9.2 *		7.8 *		7.8 *	
	AVG. AUD. BY ¼ HR. %		4.4		5.0		5.3		8.1		8.7		9.2		9.1		7.8		7.9	
	TOTAL AUDIENCE (Households (000) & %)		{ 7,160 8.6		8,160 9.8		8,250 9.9		7,580 9.1		5,250 6.3									
W E E K 2			PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL											
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,000 7.2		7,000 8.4		6,160 7.4		6,000 7.2		4,910 5.9									
	SHARE OF AUDIENCE %		34		37		29		26		22		7.3 *		7.0 *		7.4 *		5.9	
W E E K 2	AVG. AUD. BY ¼ HR. %		6.8		8.1		7.4		7.5		7.0		7.1		7.5		7.4		5.8	
	TOTAL AUDIENCE (Households (000) & %)		{ 3,250 3.9		1,580 1.9		2,830 3.4		5,750 6.9		5,160 6.2									
			TEXAS		DOCTORS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD									
	NBC TV																			
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)		{ 2,080 2.5		1,330 1.6		2,250 2.7		4,330 5.2		3,830 4.6									
	SHARE OF AUDIENCE %		11		11 *		11		18		17 *		5.6 *		5.2 *		4.6 *		4.6 *	
	AVG. AUD. BY ¼ HR. %		2.7		2.6		2.8		4.7		5.1		5.5		5.6		4.7		4.6	
	TOTAL AUDIENCE (Households (000) & %)		{ 2,080 2.5		1,330 1.6		2,250 2.7		4,330 5.2		3,830 4.6									
W E E K 2	SHARE OF AUDIENCE %		11		11 *		11		18		17 *		5.6 *		5.2 *		4.6 *		4.6 *	
	AVG. AUD. BY ¼ HR. %		2.7		2.6		2.8		4.7		5.1		5.5		5.6		4.7		4.6	
	TOTAL AUDIENCE (Households (000) & %)		{ 2,080 2.5		1,330 1.6		2,250 2.7		4,330 5.2		3,830 4.6									
			LOVE BOAT DAYTIME		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE									
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)		{ 2,080 2.5		1,330 1.6		2,250 2.7		4,330 5.2		3,830 4.6									
	SHARE OF AUDIENCE %		11		11 *		11		18		17 *		5.6 *		5.2 *		4.6 *		4.6 *	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 25-29, 1981

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 9,580 11.5		3,420 4.1		11,830 14.2									
	ABC TV		GENERAL HOSPITAL		EDGE OF NIGHT (S)(OP)		ABC WORLD NEWS TONIGHT									
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,500 9.0		2,920 3.5		10,410 12.5									
	SHARE OF AUDIENCE %		{ 32 32 *		12 12		23 23									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 7,160 8.6		2,330 2.8		12,580 15.1									
	CBS TV		GUIDING LIGHT (OP)		TATTLETALES (S)(OP)		CBS EVENING NEWS- RATHER									
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,750 6.9		2,000 2.4		11,000 13.2									
	SHARE OF AUDIENCE %		{ 25 25 *		8 8		24 24									
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{ 4,000 4.8				10,830 13.0									
	NBC TV		FANTASY				NBC NIGHTLY NEWS									
	AVERAGE AUDIENCE (Households (000) & %)		{ 2,670 3.2				9,500 11.4									
	SHARE OF AUDIENCE %		{ 12 12 *				21 21									
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		{ 10,080 12.1		3,330 4.0		11,830 14.2									
	ABC TV		GENERAL HOSPITAL		EDGE OF NIGHT		ABC WORLD NEWS TONIGHT									
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,830 9.4		3,000 3.6		10,580 12.7									
	SHARE OF AUDIENCE %		{ 32 32 *		12 12		22 22									
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		{ 7,500 9.0		2,670 3.2		13,410 16.1									
	CBS TV		GUIDING LIGHT (OP)		TATTLETALES		CBS EVENING NEWS- RATHER									
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,000 7.2		2,250 2.7		11,830 14.2									
	SHARE OF AUDIENCE %		{ 25 25 *		9 9		24 24									
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		{ 4,080 4.9				10,660 12.8									
	NBC TV		FANTASY		(S)(OP)		NBC NIGHTLY NEWS									
	AVERAGE AUDIENCE (Households (000) & %)		{ 2,830 3.4				9,580 11.5									
	SHARE OF AUDIENCE %		{ 12 12 *				20 20									

TV HOUSEHOLDS USING TV WK 1	27.7	28.8	29.7	29.3	31.3	33.3	35.7	37.1	39.2	40.6	43.6	46.7	49.8	52.8	54.7
(See Def. 1) WK 2	28.7	30.1	31.6	31.3	33.0	34.7	37.5	39.8	42.7	45.7	48.6	52.4	55.7	57.8	59.9

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV. 1-5, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						2,830 3.4		5,160		7,500		8,330 10.0		6,910 8.3		6,910 8.3	
	ABC TV						SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		WORK/LAVERNE/ FONZ HOUR-1		WORK/LAVERNE/ FONZ HOUR-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)						2,330 2.8		4,170 5.0		6,290 7.5		7,500 9.0		5,750 6.9		5,750 6.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						24 2.5	3.1	32 4.3	5.7	41 7.0	8.0	41 9.0	9.0	28 7.3	6.5	28 7.1	6.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		1,500 1.8				2,000 2.4		2,750 3.3		2,500 3.0		6,410 7.7				7,160 8.6	
	CBS TV		CAPTAIN KANGAROO-SAT (OP)				SPEED BUGGY (OP)		PANDAMONIUM (OP)		GILLIGAN'S PLANET (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)				BUGS BUNNY/ROAD RUNNER 2 (10:30-11:30AM) (OP)	
	AVERAGE AUDIENCE (Households (000) & %)		580 .7	<<			1,420 1.7		2,170 2.6		1,750 2.1		3,500 4.2	3.1*			4,830 5.8	5.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		12 <<	<<	.7	1.0* 1.2	15 1.5	1.8	17 2.5	2.6	11 1.8	2.4	18 2.7	14* 3.5	5.0	22* 5.7	24 5.6	22* 5.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						2,830 3.4		4,250 5.1		6,000 7.2		6,250 7.5		7,580 9.1		6,410 7.7	
	NBC TV						FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I (OP)		SMURFS II (OP)		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)						2,330 2.8		3,170 3.8		5,000 6.0		5,330 6.4		6,330 7.6		5,410 6.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						24 2.3	3.3	24 3.4	4.2	32 5.8	6.2	29 6.1	6.6	31 7.4	7.9	27 6.6	6.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						4,330 5.2		7,250 8.7		7,750 9.3		8,250 9.9		4,330 5.2		4,830 5.8	
	ABC TV						SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		WORK/LAVERNE/ FONZ HOUR-1		WORK/LAVERNE/ FONZ HOUR-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)						3,080 3.7		5,750 6.9		6,830 8.2		7,160 8.6		3,750 4.5		3,920 4.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 3.0	4.5	33 6.4	7.4	34 8.3	8.7	33 8.6	8.5	16 4.6	4.4	17 5.0	4.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		3,500 4.2				3,420 4.1		3,580 4.3		3,330 4.0		6,500 7.8				8,330 10.0	
	CBS TV		CAPTAIN KANGAROO-SAT (OP)				SPEED BUGGY (OP)		PANDAMONIUM (OP)		GILLIGAN'S PLANET (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)				BUGS BUNNY/ROAD RUNNER 2 (10:30-11:30AM) (OP)	
	AVERAGE AUDIENCE (Households (000) & %)		1,750 2.1	1.8*			2,750 3.3		2,830 3.4		2,670 3.2		3,500 4.2	3.4*			5,330 6.4	5.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		23 1.6	25* 2.1	2.3	2.5* 2.7	20 3.4	3.2	16 3.3	3.4	13 3.4	3.1	16 3.2	13* 3.5	4.8	19* 5.3	24 5.8	22* 6.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						4,000 4.8		4,330 5.2		6,410 7.7		7,580 9.1		8,910 10.7		6,330 7.6	
	NBC TV						FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I (OP)		SMURFS II (OP)		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)						3,000 3.6		3,830 4.6		5,410 6.5		6,330 7.6		7,580 9.1		5,660 6.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 3.1	4.0	22 4.4	4.8	27 6.1	6.9	30 7.3	7.8	33 9.3	8.9	25 6.7	6.8
TV HOUSEHOLDS USING TV		WK 1	4.9	6.2	7.6	9.5	11.5	14.1	16.1	18.0	18.6	20.1	21.5	22.9	24.3	25.4	25.5	25.1
(See Def 1)		WK 2	6.0	9.8	12.1	14.4	16.8	18.9	20.8	22.8	24.3	25.2	25.9	26.9	27.3	27.0	26.9	26.2

U.S. TV Households 83,300,000

For explanation of symbols, See page A

		TIME													
		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15
W E E 1	TOTAL AUDIENCE (Households (000) & %)	{	6,000 7.2	6,750 8.1	6,000 7.2	7,000 8.4									
	ABC TV		SCOOBY & SCRAPPY/SCOOBY & SCRAPPY/ PUPPY-1	PUPPY-2 (OP)	ABC WEEKEND SPECIALS THE GIRL WITH ESP	AMERICAN BANDSTAND '81									
	AVERAGE AUDIENCE (Households (000) & %)	{	4,830 5.8	5,750 6.9	4,910 5.9	4,170 5.0	5.0*	5.0*							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	24 5.7	28 6.0	23 5.8	19 6.1	19*	18*							
E E 1	TOTAL AUDIENCE (Households (000) & %)	{		3,580 4.3	4,500 5.4	18,580 22.3									
	CBS TV		BUGS BUNNY/ROAD RUNNER 2 (10:30-11:30AM) (OP)	MEATBALL & SPAGHETTI (OP)	NCAA TODAY-CBS	NCAA FOOTBALL CBS VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST									
	AVERAGE AUDIENCE (Households (000) & %)	{		2,830 6.1*	3,250 3.9	7,580 9.1	5.6*	7.6*							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%		26* 5.9	15 3.3	29 5.2	20*	26*							
NBC TV	TOTAL AUDIENCE (Households (000) & %)	{	5,000 6.0	5,750 6.9	4,410 5.3	4,330 5.2	3,670 4.4								
			HULK/SPIDERMAN 1	HULK/SPIDERMAN 2 (OP)	JETSONS	FLASH GORDON	1932 LA OLYMPICS REVISIT (2:30-4:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)	{	4,250 5.1	4,580 5.5	3,500 4.2	3,420 4.1	1,420 1.7								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	22 5.1	23 5.0	17 4.0	16 4.3	6 2.3								
ABC TV	TOTAL AUDIENCE (Households (000) & %)	{	3,420 4.1	4,330 5.2	4,330 5.2	16,240 19.5									
			SCOOBY & SCRAPPY/SCOOBY & SCRAPPY/ PUPPY 1	PUPPY-2 (OP)	(1) (-OP)	NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST									
	AVERAGE AUDIENCE (Households (000) & %)	{	2,830 3.4	3,670 4.4	3,750 4.5	7,330 8.8	6.4*	8.3*							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	13 3.3	16 3.4	17 4.4	30 4.5	22*	29*							
CBS TV	TOTAL AUDIENCE (Households (000) & %)	{		4,660 5.6	5,500 6.6	5,330 6.4	5,160 6.2	2,250 2.7							
			BUGS BUNNY/ROAD RUNNER 2 (10:30-11:30) (OP)	MEATBALL & SPAGHETTI (OP)	POPEYE/OLIVE COMEDY SHOW (OP)	NEW FAT ALBERT SHOW (OP)	BLA...KSTAR	RAZZMATAZZ							
	AVERAGE AUDIENCE (Households (000) & %)	{		3,670 4.4	4,080 4.9	4,330 5.2	4,250 5.1	1,830 2.2							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%		27* 6.8	19 4.5	18 4.6	17 5.2	8 2.4							
NBC TV	TOTAL AUDIENCE (Households (000) & %)	{	6,160 7.4	6,080 7.3	4,830 5.8	4,330 5.2									
			HULK/SPIDERMAN 1	HULK/SPIDERMAN 2 (OP)	JETSONS	FLASH GORDON									
	AVERAGE AUDIENCE (Households (000) & %)	{	5,080 6.1	5,000 6.0	4,920 5.7	3,580 4.3									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	6.1	6.0	5.7	4.3									
TV HOUSEHOLDS USING TV		WK 1	24	24	24	25	26	26	27	28	28	28	28	30	30
(See Def. 1)		WK 2	24	25	25	26	26	27	28	28	29	29	29	30	31

U.S. TV Households, 82,300,000
(I, NCAA FOOTBALL RE, ARE, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 84

For explanation of symbols, See page A

DAY SAT. NOV.6, 1982

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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TOTAL AUDIENCE {
(Households (000) & %)

18,830
22.6

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)

8,160

SHARE OF AUDIENCE %

9.8

AVG. AUD. BY ¼ HR. %

27

NCAA FOOTBALL GAME
WASHINGTON vs BLANFORD
(3:44-7:00PM)
(OP)

W

TOTAL AUDIENCE {
(Households (000) & %)

3,330

10,000

7,000

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)

3,330

SHARE OF AUDIENCE %

4.0

AVG. AUD. BY ¼ HR. %

11.1

NCAA FOOTBALL CBS
VARIOUS TEAMS AND TIMES-
MULTI-SEGMENT TELECAST
(-OP)

CBS SPORTS SATURDAY

CBS SAT NEWS-
SCHIEFFER(8)

E

E

K

1

TOTAL AUDIENCE {
(Households (000) & %)

7,000

9,750

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)

1.5*

SHARE OF AUDIENCE %

5*

AVG. AUD. BY ¼ HR. %

1.9

1932 LA OLYMPICS REVISITD
(2:30-4:00PM)

SPORTSWORLD-SAT

NBC NIGHTLY NEWS-
SAT.

TOTAL AUDIENCE {
(Households (000) & %)

8,160

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)

10.8*

SHARE OF AUDIENCE %

34*

AVG. AUD. BY ¼ HR. %

10.6

NCAA FOOTBALL GAME
VARIOUS TEAMS AND TIMES-
MULTI-SEGMENT TELECAST

USA-WORLD-AMATUR BOXING

ABC WIDE WORLD-SPORTS SAT

W

TOTAL AUDIENCE {
(Households (000) & %)

22,740

10,910

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)

10,000

SHARE OF AUDIENCE %

12.0

AVG. AUD. BY ¼ HR. %

30

NCAA FOOTBALL-CBS
VARIOUS TEAMS AND TIMES-
MULTI-SEGMENT TELECAST
(OP)(-OP)

(3)

K

2

TOTAL AUDIENCE {
(Households (000) & %)

7,000

11,160

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)

3,000

SHARE OF AUDIENCE %

3.6

AVG. AUD. BY ¼ HR. %

2.7

SPORTSWORLD-SAT

NBC NIGHTLY NEWS-
SAT.

TV HOUSEHOLDS USING TV	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20
(See Def 1)	31.6	31.7	32.2	31.9	32.0	33.0	34.1	35.2	36.9	36.4	39.1	41.8	44.3	46.2	47.8	48.8	49.2	51.9	53.1	53.8

U.S. TV Households 81,300

(1) NCAA FOOTBALL

(2) NCAA TODAY POST-CBS, CBS, (3:47-4:00PM)

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN OCT. 31, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

W	TOTAL AUDIENCE (Households (000) & %)													2,080 2.5	2,670 3.2		
	ABC TV													BEST/KIDS- PEOPLE TOO (9:30-10:02AM) (OP)	BEST/KIDS- PEOPLE TOO II (10:02-10:30AM) (OP)		
	AVERAGE AUDIENCE (Households (000) & %)													1,580 1.9	2,250 2.7		
	SHARE OF AUDIENCE %													8	11		
	AVG. AUD. BY ¼ HR. %													1.8	2.1	2.7	2.7

E	TOTAL AUDIENCE (Households (000) & %)	{			7,830 9.4			
E	CBS TV		LONE RANGER/ ZORRO (SUS) (SUS-OP)	KWICKY KOALA SHOW (SUS) (SUS-OP)	← CAPTAIN KANGAROO SUN (SUS)	→ SUNDAY MORNING	→ FOR OUR TIMES (SUS)	
K	AVERAGE AUDIENCE (Households (000) & %)	{			4,250			
	SHARE OF AUDIENCE %	%			5.1	5.0*	5.2*	
	AVG. AUD. BY ¼ HR. %	%			22	23 *	23 *	
					4.7	5.3	5.3	
						5.1	5.1	

	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																

W	TOTAL AUDIENCE (Households (000) & %)													1,420 1.7	2,330 2.8		
	ABC TV													BEST/KIDS- PEOPLE TOO	BEST/KIDS- PEOPLE TOO (OP)		
	AVERAGE AUDIENCE (Households (000) & %)													1,000 1.2	1,750 2.1		
	SHARE OF AUDIENCE %													5	9		
	AVG. AUD. BY ¼ HR. %													1.3	1.2	1.8	2.4

E E K	TOTAL AUDIENCE (Households (000) & %)	{	LONE RANGER/ ZORRO (SUS) (SUS-OP)	KWICKY KOALA (SUS) (SUS-OP)	← CAPTAIN KANGAROO-SUN (SUS)	8,000 9.6	→ SUNDAY MORNING →	FOR OUR TIMES (SUS)	
	CBS TV								
	AVERAGE AUDIENCE (Households (000) & %)								
	SHARE OF AUDIENCE %								
	AVG. AUD BY ¼ HR. %								
						4,410			
						5.3	4.6*	5.9*	5.6*
						23	22 *	24 *	23 *
						4.0	5.2	5.9	5.6

	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																

TV HOUSEHOLDS USING TV	WK 1	WK 2	10 5	12 9	15 0	16 7	18 6	20 8	22 5	23 1	22 4	23 1	24 7	26 0	26 6	26 1
(See Def. 1)			8.6	10.4	13.3	16.0	17.7	18.8	20.9	22.9	24.1	24.9	24.0	24.1	24.5	24.7

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

DAY SUN. NOV. 7, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE {
(Households (000) & %)

5,250
6.3

← THIS WEEK-DAVID BRINKLEY → DIRECTIONS

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,330
4.0 4.0* 4.0*
15 15* 14*
4.0 4.0 4.1 4.0

W

TOTAL AUDIENCE {
(Households (000) & %)

3,170
3.8

FACE THE NATION

4,250
3.1

WFL TODAY
SPECIAL ED

7,330
8.8

CBS SPORTS SPECIAL
WAKE UP THE ECHOES

19,660
23.6

CBS SPORTS SUNDAY
(2:00-6:00PM)

E

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2,420
2.9 2.8
10
2.9 2.8

3,920
4.7 16
4.6 4.8

4,750
5.7 5.8* 5.6*
19 20* 18*
5.9 5.8 5.4 5.9

7,410
8.9 6.1* 6.1*
25 19* 19*
6.2 6.0 5.7 6.5

K

1

TOTAL AUDIENCE {
(Households (000) & %)

3,000
3.6

MEET THE PRESS

3,500
4.2

NBC NFL '82 SP.

11,750
14.1

NBC SPORTS SPEC.
(1:00-4:00PM)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2,580
3.1 11 3.1
3.1 3.1 2.8 3.4

2,580
3.1 11
4.2 5.2 5.4

4,330
5.2 4.7* 5.3*
16 16* 17*
4.2 5.2 5.4 5.2

5.0* 5.6*
16* 18*
5.1 4.9 5.7 5.5

TOTAL AUDIENCE {
(Households (000) & %)

5,000
6.0

← THIS WEEK-DAVID BRINKLEY → DIRECTIONS (SUS)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,080
3.7 3.5* 3.8*
15 14* 15*
3.4 3.7 3.8 3.7

W

TOTAL AUDIENCE {
(Households (000) & %)

3,330
4.0

FACE THE NATION

5,830
7.0

CHILDRENS MYSTERY THEATRE
MYSTERY AT FIRE ISLAND
(5:00P)

11,000
13.2

CBS SPORTS SUNDAY
(2:00-3:30PM)

E

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2,500
3.0 11
2.9 3.1

3,580
4.3 4.2* 4.5*
16 16* 16*
4.0 4.4 4.5 4.5

5,580
6.7 5.7* 6.4*
23 20* 21*
5.5 5.9 6.2 6.5

5.7* 6.4*
20* 21*
5.9 6.2 6.5

K

2

TOTAL AUDIENCE {
(Households (000) & %)

3,080
3.7

MEET THE PRESS

3,580
4.3

NBC NFL '82
SPEC.

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2,580
3.1 13 3.3
3.3 3.0 3.2 3.4

2,750
3.3 13
3.2 3.4

TV HOUSEHOLDS USING TV	WK 1	9	25.6	25.6	26.3	26.9	28.4	29.3	29.7	29.6	30.3	31.1	31.8	31.6	31.5	32.1	32.2
(See Def. 1)	WK 2	1	24.9	24.7	24.3	24.3	25.0	25.9	26.9	26.9	27.3	27.0	28.0	27.7	28.4	28.2	30.9

U S TV Households 83,300,000

For explanation of symbols, See page A

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
W E E N 1	TOTAL AUDIENCE (Households (000) & %)																	7,811 6.1 ABC WORLD NEWS TONIGHT SUN	
	ABC TV																	6,910 8.3 16 8.1	
	AVERAGE AUDIENCE (Households (000) & %)																	11,910 14.3	
	SHARE OF AUDIENCE %																	CBS EVENING NEWS DEAN	
E N 1	TOTAL AUDIENCE (Households (000) & %)																	10,080 12.1 23 11.7	12.5
	ABC TV																	8,660 10.4 NBC NIGHTLY NEWS- SUN.	
	AVERAGE AUDIENCE (Households (000) & %)																	7,160 8.6 16 8.6	8.7
	SHARE OF AUDIENCE %																	8,330 10.0 ABC WORLD NEWS TONIGHT-SUN	
W E K 2	TOTAL AUDIENCE (Households (000) & %)																	3,750 4.5 SPORTSBEAT	
	ABC TV																	3,080 3.7 8 4.0	3.4
	AVERAGE AUDIENCE (Households (000) & %)																	7,000 8.4 16 8.2	8.7
	SHARE OF AUDIENCE %																	11,500 13.8 CBS EVENING NEWS- DEAN	
E N 2	TOTAL AUDIENCE (Households (000) & %)																	9,750 11.7 21 10.8	12.6
	ABC TV																	9,080 10.9 NBC NIGHTLY NEWS- SUN.	
	AVERAGE AUDIENCE (Households (000) & %)																	7,660 9.2 17 9.2	9.2
	SHARE OF AUDIENCE %																	8,330 10.0 ABC WORLD NEWS TONIGHT-SUN	
TV HOUSEHOLDS USING TV WK. 1		32.4	31.4	34.4	34.8	36.4	38.1	40.3	41.9	42.6	45.0	45.2	46.6	50.3	51.8	53.1	53.9		
(See Def. 1)		31.6	33.4	34.3	35.6	35.6	36.3	37.7	40.0	41.6	43.5	46.0	49.2	52.7	54.5	55.4	57.4		

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

DAY SUN. NOV.7, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2														
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	THU CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	THU CAST DAYS						
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %					
EVENING MONDAY																							
ABC REPUBLICAN NATIONAL COMM.(S)	2	8.55- 9.00PM	8.55	12,570	27.1	12,740	15.1	29	15.1	14	14,740	17.7	12,580	15.1	29	15.1							
ABC ABC MONDAY NIGHT MOVIE	1	9.00-11.34PM	9.00															23,990	28.8	14,160	17.0	29	
	2	9.00-10.44PM	9.00																				
	2	10.49-11.46PM	11.00																				18.4
			11.15																				17.6
			11.30															16.6					
			11.45															10.9					
ABC DEMOCRATIC CAMPAIGN COMM.(S)	2	10.44-10.49PM	10.30										14,910	17.9	14,490	17.4	31	17.8					
			10.45															17.3					
CBS REPUBLICAN POLITICAL-CBS(S)	2	10.54-11.00PM	10.45										11,250	13.5	9,580	11.5	21	11.5					
NBC NBC NEWS CAPSULE-2-MON(SUS)	1	9.56- 9.57PM	9.45																				
	2	10.01-10.02PM	10.00																				
EVENING TUESDAY																							
ABC VOTE 82-2(SUS)	2	7.23- 7.30PM	7.15																				
ABC VOTE 82-3(SUS)	2	7.53- 8.00PM	7.45																				
ABC VOTE 82-4(SUS)	2	8.23- 8.30PM	8.15																				
ABC VOTE 82-5(SUS)	2	8.53- 9.00PM	8.45																				
EVENING WEDNESDAY																							
ABC VOTE 82-6(SJS)	2	9.23- 9.30PM	9.15																				
ABC VOTE 82-7(SJS)	2	9.53-10.00PM	9.45																				
ABC VOTE 82-8(SJS)	2	10.23-10.30PM	10.15																				
ABC VOTE 82-9(SLS)	2	10.53-11.00PM	10.45																				
CBS CAMPAIGN '82:ELECT-11.00P(SUS)	2	11.00-11.23PM	11.00																				
NBC ELECTION '82-1(SUS)	2	7.23- 7.30PM	7.15																				
NBC ELECTION '82-2(SUS)	2	7.53- 8.00PM	7.45																				
NBC ELECTION '82-3(SUS)	2	8.23- 8.30PM	8.15																				
NBC ELECTION '82-4(SUS)	2	8.53- 9.00PM	8.45																				
NBC ELECTION '82-5(SUS)	2	9.23- 9.30PM	9.15																				
NBC ELECTION '82-6(SUS)	2	9.53-10.00PM	9.45																				
NBC ELECTION '82-7(SUS)	2	10.23-10.30PM	10.15																				
NBC DECISION '82-ELECT-11.00P(SUS)	2	11.00-11.23PM	11.00																				
EVENING THURSDAY																							
NBC NBC NEWS CAPSULE-2-WED(SUS)		9.58- 9.59PM	9.45																				
EVENING FRIDAY																							
NBC NBC NEWS CAPSULE-2-M-F	2	9.58- 9.59PM	9.45										9,410	11.3	9,410	11.3	18	11.3					
EVENING SATURDAY																							
NBC NBC NEWS CAPSULE-2-FRI(SLS)		9.58- 9.59PM	9.45																				
EVENING SUNDAY																							
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	13,080	15.7	13,080	15.7	29	15.7		13,490	16.2	13,490	16.2	27	16.2							

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING SATURDAY-CONT'D																			
ABC ABC NEWSBRIEF-SAT.	2	9.58- 9.59PM	9.45																
CBS NEWSBREAK-SAT.	1	8.58- 8.59PM	8.45	10,000	12.0	10,000	12.0	22	12.0			15,490	18.6	15,490	18.6	31	18.6		
	2	8.57- 8.59PM	8.45																
NBC NBC NEWS CAPSULE-SAT		8.58- 8.59PM	8.45	7,910	9.5	7,910	9.5	17	9.5			11,160	13.4	10,410	12.5	21	12.5		
NBC NBC NEWS CAPSULE-2-SAT.		9.58- 9.59PM	9.45	6,830	8.2	6,830	8.2	14	8.2			11,660	14.0	11,660	14.0	23	14.0		
												10,330	12.4	10,330	12.4	21	12.4		
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SUN	1	8.30- 8.32PM	8.30	12,660	15.2	12,410	14.9	23	14.9										
	2	8.31- 8.33PM	8.30									13,580	16.3	13,330	16.0	24	16.0		
ABC ABC NEWSBRIEF-SUN.	2	9.57- 9.58PM	9.45									16,080	19.3	16,080	19.3	28	19.3		
	1	10.01-10.03PM	10.00	14,160	17.0	13,910	16.7	29	16.7										
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	16,580	19.9	16,580	19.9	31	19.9			12,990	15.6	12,990	15.6	23	15.6		
CBS DEMOCRATIC PAID POLITICAL(S)	1	10.55-11.00PM	10.45	13,410	16.1	12,250	14.7	28	14.7										
NBC NBC NEWS CAPSULE-SUN		8.58- 8.59PM	8.45	9,330	11.2	9,330	11.2	17	11.2			13,240	15.9	13,240	15.9	23	15.9		
NBC NBC NEWS CAPSULE-2-SUN(SUS)	1	9.42- 9.43PM	9.30																
	2	9.58- 9.59PM	9.45																
NBC REPUB. NAT'L COMMITTEE(S)	1	10.55-11.00PM	10.45	9,410	11.3	7,910	9.5		9.5										
NBC REPUB.NAT'L COMMITTEE(SUS)	1	10.55-11.00PM	10.45																

EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F		>	8.45	14,160	17.0	14,160	17.0	26	14.8	M-F		13,580	16.3	13,410	16.1	25	16.1	MWTHF	
			9.45						17.5	TU-F							16.1	W-F	
ABC '82 VOTE-11.30 PM(S)	2	11.30-11.53PM	11.30									6,410	7.7	4,910	5.9	14	6.4	TUE.	
			11.45														5.1	TUE.	
ABC ABC NEWS:NIGHTLINE-T-F	1	11.30-12.00MD	11.30	6,250	7.5	5,160	6.2	19	6.9	TU-F		5,910	7.1	4,750	5.7	17	6.6	W-F	
	2	>	11.30														4.8	W-F	
			11.45						5.4	TU-F							5.7* 17*	4.3	THU.
			12.00																
ABC VOTE '82-10(SUS)	2	11.52-11.59PM	11.45																
ABC '82 VOTE-12.00 AM(S)	2	12.00-12.23AM	12.00									4,080	4.9	3,330	4.0	12	4.1	TUE.	
			12.15														3.9	TUE.	
ABC ABC NEWS:NIGHTLINE MON	1	12.05-12.40AM	12.00	4,000	4.8	3,330	4.0	17	4.5	MON.									
			12.15						4.1	MON.									
			12.30						3.3	MON.									
ABC LAST WORD		>	12.00	3,920	4.7	2,500	3.0	13	3.7	TU-F		3,580	4.3	2,250	2.7	12	3.5	W-F	
			12.15						3.2	TU-F							2.9	W-F	
			12.30						2.9	TU-F							2.5	W-F	
			12.45						2.7* 14*	TU-F							2.0	W-F	
			1.00						1.8	TH&F							2.0	W&TH	
ABC ABC NEWS:NIGHTLINE MON	2	12.17-12.47AM	12.15									3,580	4.3	2,750	3.3	16	4.0	MON.	
			12.30														2.8	MON.	
			12.45														2.4	MON.	
ABC VOTE '82-11(SUS)	2	12.23-12.30AM	12.15																
ABC '82 VOTE-12.30 AM(S)	2	12.30-12.53AM	12.30									2,500	3.0	2,170	2.6	10	2.6	TUE.	
CONT'D																			

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
ABC '82 VOTE-12.30 AM(S)-CONT'D			12.45														2.6	TUE.	
ABC VOTE 82-12(SUS)	2	12.53- 1.00AM	12.45															TUE.	
ABC '82 VOTE-1.00 AM(SUS)	2	1.00- 1.23AM	1.00															TUE.	
ABC VOTE 82-1(SUS)	2	1.23- 1.30AM	1.15															TUE.	
ABC '82 VOTE-1.30 AM(SUS)	2	1.30- 2.00AM	1.30															TUE.	
CBS NEWSBREAK-M-F	1	>	8.15	13,740	16.5	13,740	16.5	26	18.8	M-F									
	2	8.58- 8.59PM	8.45						16.0	TU-F		13,740	16.5	13,740	16.5	25	16.5	MWTHF	
CBS CAMPAIGN '82:ELECT-11.30P(S)	2	11.30-11.53PM	11.30									5,000	6.0	4,000	4.8	11	4.9	TUE.	
			11.45														4.7	TUE.	
CBS LATE MOVIE I		>	11.30	7,080	8.5	4,750	5.7	20	6.3	M-F		6,910	8.3	4,250	5.1	18	5.7	MWTHF	
			11.45				6.1*	18*	6.0	M-F					5.4*	16*	5.2	MWTHF	
			12.00						5.6	M-F							5.0	MWTHF	
			12.15				5.4*	21*	5.2	M-F					4.9*	19*	4.8	MWTHF	
			12.30						5.2	M-F							4.6	MWTHF	
			12.45						3.7	M-F									
		VARIOUS TIMES (SUS)																	
CBS CAMPAIGN '82:ELECT-12.00M(S)	2	12.00-12.30AM	12.00									5,080	6.1	3,670	4.4	14	4.6	TUE.	
			12.15														4.3	TUE.	
CBS CAMPAIGN '82:ELECT-12.30A(S)	2	12.30- 1.00AM	12.30									4,170	5.0	3,250	3.9	15	4.2	TUE.	

			12.45														3.6	TUE.	
CBS LATE MOVIE II		>	12.30	3,920	4.7	3,170	3.8	24	4.7	M-F		4,080	4.9	3,170	3.8	24	4.1	MWTHF	
			12.45						4.1	M-F					3.3*	20*	4.0	MWTHF	
			1.00						3.6	M-F							3.9	MWTHF	
			1.15				3.5*	24*	3.4	M-F					3.7*	25*	3.5	MWTHF	
			1.30						3.0	TUTHF							3.6	MTHF	
		VARIOUS TIMES (SUS)																	
CBS CAMPAIGN '82:ELECT-1.00A(S)	2	1.00- 1.30AM	1.00									4,170	5.0	3,330	4.0	19	4.3	TUE.	
			1.15														3.7	TUE.	
CBS CAMPAIGN '82:ELECT-1.30A(S)	2	1.30- 2.00AM	1.30									2,830	3.4	2,080	2.5	16	2.9	TUE.	
			1.45														2.1	TUE.	
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,580	1.9	1,250	1.5	21	1.7	M-THSU		1,250	1.5	1,080	1.3	17	1.4	M-THSU	
			2.15						1.3	M-THSU							1.2	M-THSU	
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	2.30	2,000	2.4	830	1.0	26		M-THSU		2,250	2.7	750	.9	23		M-THSU	
			2.45						1.4	M-THSU							1.3	M-THSU	
			3.00				1.3*	23*	1.2	M-THSU					1.2*	20*	1.2	M-THSU	
			3.15						1.2	M-THSU							1.1	M-THSU	
			3.30				1.1*	24*	1.0	M-THSU					1.0*	21*	.9	M-THSU	
			3.45						1.0	M-THSU							.8	M-THSU	
			4.00				.9*	23*	.9	M-THSU					.7*	18*	.7	M-THSU	
			4.15						1.0	M-THSU					.7*	21*	.7	M-THSU	
			4.30				1.0*	29*	.9	M-THSU							.7	M-THSU	
			4.45				.8*	27*	.8	M-THSU					.7*	23*	.7	M-THSU	
			5.30						.9	M-THSU							.9	M-THSU	
			5.45				.9*	29*	.9	M-THSU					.9*	26*	.9	M-THSU	
NBC NBC NEWS CAPSULE-M-F		8.58- 8.59PM	8.45	9,750	11.7	9,750	11.7	18	11.7	M-F		11,000	13.2	11,000	13.2	20	13.2	MWTHF	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
NBC NBC NEWS CAPSULE-2-M-F	1	9.58- 9.59PM	9.45	10,330	12.4	10,330	12.4	19	12.4	TU&TH									
NBC ELECTION '82-9(SUS)	2	11.23-11.30PM	11.15																TUE.
NBC DECISION '82 ELECTION PRE(S)	2	11.30-12.01AM	11.30 11.45 12.00								6,750	8.1	5,250	6.3	18	6.8 5.9 4.7	MON. MON. MON.		
NBC DECISION '82-ELECT-11.30P(S)	2	11.30-11.53PM	11.30 11.45								4,000	4.8	3,670	4.4	11	4.5 4.1	TUE. TUE.		
NBC TONIGHT SHOW		11.30-12.30AM	11.30 11.45 12.00 12.15 12.30 12.45 1.00	8,500	10.2	5,160	6.2 7.3* 5.2*	21 22* 21*	7.9 6.7 5.6 4.7	M-F M-F M-F M-F	8,500	10.2	5,580	6.7 8.5* 6.2*	24 25* 24*	8.8 8.2 6.9 5.5 3.6 3.5 3.5	MTWTF W-F MTWTF MTWTF MON. MON. MON.		
NBC ELECTION '82-10(SUS)	2	11.53-12.00MD	11.45																TUE.
NBC DECISION '82-ELECT-12.00M(S)	2	12.00-12.23AM	12.00 12.15								4,330	5.2	3,750	4.5	14	4.9 3.7	TUE. TUE.		
NBC ELECTION '82-11(SUS)	2	12.23-12.30AM	12.15																TUE.
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	3,080	3.7	2,670	3.2	17	3.4	M-TH	3,080	3.7	2,500	3.0	19	3.8	MTWTH		
			12.45 1.00 1.15 1.30						3.0	M-TH									3.0 2.7 2.2 1.9
NBC DAVID LETTERMAN SPECIAL(S)	1	12.30- 1.54AM	12.30 12.45 1.00 1.15 1.30 1.45	4,330	5.2	2,170	2.6 3.3* 2.6 2.4* 2.1 2.0 2.1*	13 14* 13* 14*	3.6 2.9 2.6 2.1 2.0 2.3	FRI. FRI. FRI. FRI. FRI. FRI.									
NBC DECISION '82-ELECT-12.30A(S)	2	12.30-12.53AM	12.30 12.45								3,420	4.1	2,830	3.4	13	3.7 3.0	TUE. TUE.		
NBC SCTV NETWORK	2	12.30- 2.00AM	12.30 12.45 1.00 1.15 1.30 1.45								5,080	6.1	2,170	2.6 3.6* 2.4* 1.8*	14 15* 13* 13*	4.1 3.1 2.7 2.1 1.8 1.8	FRI. FRI. FRI. FRI. FRI. FRI.		
NBC ELECTION '82-12(SUS)	2	12.53- 1.00AM	12.45																TUE.
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00 1.15 1.30 1.45 2.00	2,420	2.9	2,000	2.4	18	2.6 2.1	M-TH M-TH	2,080	2.5	1,750	2.1	18	2.5 2.2 1.9 1.6 1.4	MTWTH W&TH MON. MON. MON.		
NBC DECISION '82-ELECT-1.00A(S)	2	1.00- 1.23AM	1.00 1.15								2,170	2.6	1,920	2.3	11	2.4 2.0	TUE. TUE.		
NBC ELECTION '82-13(SUS)	2	1.23- 1.30AM	1.15																TUE.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																		
NBC DECISION '82-ELECT-1.30A(S)	2	1.30- 1.53AM	1.30 1.45									1,830	2.2	1,500	1.8	12	1.9 1.7	TUE. TUE.
NBC NBC NEWS OVERNIGHT-M-F		>	1.30 1.45 2.00 2.15 2.30 2.45	1,580	1.9	1,250	1.5	16	1.5	M-F		1,500	1.8	1,080	1.3	15	1.9 1.6 1.2	MWTHF W8TH MWTHF
		VARIOUS TIMES (SUS)						1.7*	15*	1.6	M-F				1.0*	11*	1.1 .9 .8	MWTHF M & F M & F
NBC ELECTION '82-14(SUS)	2	1.53- 2.00AM	1.45															TUE.
NBC DECISION '82-ELECT-2.00A(S)	2	2.00- 2.23AM	2.00 2.15									1,170	1.4	830	1.0	9	1.1 .9	TUE. TUE. TUE.
NBC ELECTION '82-15(SUS)	2	2.23- 2.30AM	2.15															
DAY MONDAY-FRIDAY																		
ABC ABC NEWS THIS MORNING-615(SUS)		6.15- 6.30AM	6.15							M-F								M-F
ABC ABC NEWS THIS MORNING-645		6.45- 7.00AM	6.45	1,500	1.8	1,420	1.7	16	1.7	M-F		1,920	2.3	1,750	2.1	15	2.1	M-F
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,000	8.4	6,830	8.2	29	8.2	TU-F		6,910	8.3	6,580	7.9	27	7.9	M-F
ABC ABC AFTERSCHOOL SPECIAL(S)	1	4.30- 5.30PM	4.30	8,160	9.8	5,500	6.6	19	6.4	WED.								
			4.45 5.00 5.15					6.5* 20*	6.6 6.9 6.6	WED. WED. WED.								
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,420	1.7	1,170	1.4	15	1.2 1.5	M-F M-F		1,670	2.0	1,250	1.5	12	1.3 1.7	M-F M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,910	7.1	5,750	6.9	32	6.9	M-F		5,910	7.1	5,660	6.8	29	6.8	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,160	6.2	4,830	5.8	20	5.8	M-F		5,580	6.7	5,250	6.3	20	6.3	M-F
CBS CBS LIBRARY(S)	1	4.30- 5.30PM	4.30 4.45 5.00 5.15	4,000	4.8	2,580	3.1	8	3.2 2.8 3.2 3.1	TUE. TUE. TUE. TUE.								
								3.0* 9*										
NBC EARLY TODAY M-F		6.30- 6.55AM	6.30 6.45	1,500	1.8	1,250	1.5	16	1.3 1.7	M-F M-F		1,670	2.0	1,250	1.5	13	1.3 1.9	M-F M-F
NBC NBC NEWS SPECIAL REPORT(SUS)	2	10.00-10.14AM	10.00															WED.
NBC NBC SPECIAL TREAT(S)	2	4.00- 5.00PM	4.00 4.15 4.30 4.45									5,500	6.6	3,000	3.6	9	3.5 3.4 3.5	TUE. TUE. TUE.
															3.8*	9*	4.0	TUE.
DAY SATURDAY																		
ABC SCHOOLHOUSE ROCK-8.25AM		8.25- 8.29AM	8.15	2,750	3.3	2,420	2.9	22	2.9			4,580	5.5	3,830	4.6	26	4.6	
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	5,660	6.8	5,250	6.3	26	6.3			3,750	4.5	3,420	4.1	15	4.1	
ABC SCHOOLHOUSE ROCK-11.54AM		11.54-11.59AM	11.45	6,000	7.2	4,910	5.9	24	5.9			4,000	4.8	3,750	4.5	17	4.5	
ABC NCAA FOOTBALL-PRE	2	12.00-12.19PM	-GRID 12.15									4,330	5.2	3,750	4.5	17		4.3
ABC NCAA FOOTBALL-POST	2	3.39- 3.45PM	3.30									7,410	8.9	6,330	7.6	23	7.6	

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY SATURDAY-CONT'D																			
ABC NCAA FOOTBALL-PRE	1	3.30- 3.44PM	+GRID	3,580	4.3	3,420	4.1	14											
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	1,920	2.3	1,750	2.1	18	2.1			2,750	3.3	2,420	2.9	17	2.9		
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	1,830	2.2	1,580	1.9	12	1.9			2,750	3.3	2,580	3.1	14	3.1		
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	1,920	2.3	1,830	2.2	12	2.2			2,420	2.9	2,330	2.8	12	2.8		
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	3,330	4.0	3,080	3.7	16	3.7			3,080	3.7	3,000	3.6	14	3.6		
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,830	5.8	4,660	5.6	23	5.6			5,330	6.4	4,910	5.9	22	5.9		
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,750	5.7	4,580	5.5	23	5.5			6,250	7.5	5,580	6.7	26	6.7		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	2,920	3.5	2,830	3.4	14	3.4			3,420	4.1	3,330	4.0	16	4.0		
CBS IN THE NEWS-12.26PM	2	12.26-12.29PM	12.15									4,660	5.6	4,330	5.2	19	5.2		
CBS NCAA FOOTBALL-CBS	1	12.30- 3.54PM	+GRID 3.45	18,580	22.3	7,580	9.1	29	10.4										
							11.1*	32*											
CBS IN THE NEWS-12.56PM	2	12.56-12.59PM	12.45									4,830	5.8	4,330	5.2	18	5.2		
CBS IN THE NEWS- 1.26PM	2	1.26- 1.29PM	1.15									4,750	5.7	4,410	5.3	18	5.3		
CBS NCAA FOOTBALL-CBS	2	3.40- 6.49PM	+GRID 6.45									22,740	27.3	10,000	12.0	30			
																	6.2		
CBS NCAA TODAY-CBS	2	3.30- 3.40PM	3.30									4,000	4.8	4,500	5.4	17	5.4		
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	3,000	3.6	3,000	3.6	28	3.6			4,080	4.9	3,920	4.7	27	4.7		

NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	4,000	4.8	4,000	4.8	29	4.8			4,330	5.2	4,330	5.2	24	5.2		
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	6,080	7.3	5,830	7.0	28	7.0			6,250	7.5	6,080	7.3	27	7.3		
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	4,830	5.8	4,660	5.6	23	5.6			5,910	7.1	5,410	6.5	24	6.5		
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	4,660	5.6	4,500	5.4	22	5.4			5,330	6.4	5,080	6.1	24	6.1		
DAY SUNDAY																			
ABC BEST/KIDS-PEOPLE TOO I	1	9.30-10.02AM	+GRID 10.00	2,080	2.5	1,580	1.9	8	2.2										
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	1,920	2.3	1,750	2.1	8	2.1			2,000	2.4	1,830	2.2	9	2.2		
CBS IN THE NEWS-7.26AM-SUN(SUS)		7.26- 7.29AM	7.15																
CBS IN THE NEWS-7.56AM-SUN(SUS)		7.56- 7.59AM	7.45																
CBS IN THE NEWS-1.56PM-SUN(S)	2	1.56- 1.59PM	1.45									3,830	4.6	3,670	4.4	16	4.4		